

STOP PRESS

64

NEWS

SHRINKRAP SYSTEM

Continued from front page

Portington Industrial Estate, Barnstaple, Devon EX31 1NE - tel: 0271 45351, fax: 72880.

"The company searched the world for six months before choosing the recommendation from EDL," says Mr Tabor. "These are the most highly specified machines we have ever built."

An operator panel gives diagnostics and instant status on machine performance, enabling a single operator to oversee the three machines. Since the film reels are side-loading, maximum access is given for changeover. Other features include a special finish to suit the hygienic environment. Guard doors give good visibility of the whole machine even when closed.

The machines are among many recent custom designs from EDL. The company has doubled the size of its design department, with most major work carried out using CAD.

For further information, call 0206 6839 77228

PRG LEVY

Continued from front page

compliance legislation. But the packaging PRG is just one of eight industry sectors which have PRG plans. Some of the others are just as keenly seeking promises of legislation but have been told not to expect too much. With this scenario, why should the packaging sector expect any different treatment?

Local authorities say November is already too late for

Easy stand-up pouch refilling

A user-friendly stand-up pouch refill system for dispensing packs is said to combine the advantages of a cost-effective and easy refill system with full branding on both primary and refill packs.

A 'true' refill system rather than one involving decanting or simple nozzle changes to an otherwise identical bottle, Nishibe's Cartridge Pack consists of a stand-up pouch inside a reusable bottle. The spray or pump spout is equipped with a piercing tube.

While the container and dispensing unit can be customised, the pouch is manufactured on Nishibe's SBM system, says Neil Shepherd, of Nishibe's agent Chromos Inter. Crucially, a more rigid material is used for the base - which is pierced - so that an airtight seal is formed and retained with the tube. Unlike with other systems, each refill can be completely emptied,

explains Neil Shepherd.

The pouches, said to be ideal for ketchups and sauces as well as cleaning and personal care products, are simply up-ended into the empty container and pierced as the top is replaced. This convenience is backed up by a much lower unit cost than the 'refills' currently found on supermarket shelves, consisting of an identical bottle without a dispensing closure, says Chromos Inter (16 Grove Road, Northwood, London).

Nishibe's bagmaking machinery production is equipped for stand-up pouches. Indeed their misgivings that the levy will be treated as an additional cost over which retailers will haggle appeared to be justified by remarks made by Edward Thompson, director for the environment at Safeway Stores plc, at the Bies conference (see page 3).

He told delegates that "This cost will be part of the normal commercial obligations. We are not going to treat this cost in any special way. Some will be passed on, some will be negotiated in price talks."

One senior industry source says that it is a fundamental error, since it is vital to know how much money is needed before you decide where to place the levy. However, the PRG shows no commitment to revising the £100 million figure. Converters increasingly fear that the levy will fall on them.



Refill pouches are completely emptied, unlike other systems

Middx HA6 2AP - tel: 0923 826380, fax: 8359111.

Stand up pouches are much more common in Japan than here, with the packs used for a whole range of food and non-food products. The refill system was one of the Nishibe exhibits at Papro (see pages 40-42 for more news from the Düsseldorf show).

Chromos Inter showed Nishibe's SBM 700 3-side-seal pouch machine using preprinted film and equipped with a Domino inkjet printer. Over 25 per cent of

For further information, call 0206 6839 77228



The pouch is punctured with the piercing tube and the bottle is closed. The contents are ready for use

TALKING PACKAGING NEWS

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Multipack solution for easy carrying

A multipack system which combines the benefits of minimum material use, ease of handling for the consumer and effective shelf facing for the retailer has been introduced into the UK over the last few months.

Called Decopack, the system is described by its manufacturers as the newest solution available for multipacks, and one that offers benefits in both marketing and production terms.

Designed for multipacking bottles, the product clustering of Decopack is achieved by applying a stretch sleeve onto the group of containers. A handle manufactured from self adhesive tape is then added, which allows the consumer to

carry the complete pack, easily and securely.

The concept was developed by two Italian companies, Fin-

In the UK and Ireland, Smurfit Packaging Products has sole sales and production rights for Decopack, while the application machinery is available through Comag UK agent Dunn Systems Ltd (which is based at Smisby Road, Ashby-de-la-Zouch, Leics LE65 2UR - tel: 0530 414444, fax: 0530 411110).

Decopack comprises two or more bottles, which are held together by a special grade of polyethylene stretch sleeve manufactured by Smurfit Packaging Products, which also supplies the carry handle. This is made of

Continued on back page



Decopack: described as the newest solution offered for multipacks



Domino Pinpoint technology: pharmaceuticals could benefit

Tiny characters printed quickly at high quality

Characters of just 0.6mm can be inkjet printed at up to 2400 a second at a much higher quality than previously possible with the introduction of Domino Printing Science's Pinpoint technology.

The Pinpoint printhead from Domino UK can be incorporated into the Codebox 3 or Solo 6 printers. The system is a dedicated one, since electronics must also be tailored to the necessary charge on each ink droplet. It is said to give the best overall performance in its class from a single printhead.

Pharmaceuticals is another area which could benefit, given the increasing load of statutory information. Handling systems can be provided for coding around the circumference of even the smallest containers.

Where inkjet is already possible applications

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For the second year running, the machinery-only show is sold out.

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We report on the introduction of flowmeter technology, as devices count the drops to avoid overfilling milk in polybottles.

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The oil in the machine...

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Levy decisions unveiled

In what has been described as the decision of Solomon, a modified converter levy with provisions to ensure it is passed down the chain has been proposed by Sir Sydney Tipworth for the funding of the PRG Valpak scheme.

The levy will be paid to the Industry Organisation (IO) by the converters and the importers, on unregistered customer sales and by the registered customers on their sales. "I believe enabling and supporting legislation will be essential," says Sir Sydney. The larger packers/fillers, wholesalers and retailers should register with the proposed IO.

Pending the introduction of the levy, Sir Sydney says the IO should consider apportioning the levy among the larger (i.e. above given turnover thresholds) converters, packers/fillers and retailers for a limited period and amount as a sort of shared burden levy. The turnover, period and amount payable have not been set.

To ensure payment of the levy, registered packers/fillers or retailer/wholesalers would be liable for the levy on their purchases of packaging from converters and importers unless the levy is included in the purchase price in the same way as unreg-

istered buyers.

"The entire packaging chain should realise that the levy is not just another competitive cost and price increase that could be negotiated away," Sir Sydney warns the PRG that any funding scheme should be seen as provisional.

If packers/fillers and retailers still resist the levy, the IO should reserve the right to amend the scheme by for example imposing a levy directly on turnover, concludes the report. Interested parties have until the end of August to submit comments on the levy to the PRG (see p. 10).

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In April, I commented on the proliferation of packaging-related exhibitions being held next year, especially the four taking place in London in a six week period in the Autumn. And this on top of the fact that historically, Pakex (3-7 April, 95) has drained the packaging industry's promotional budget by the time it has closed its doors.

Recently, there has been much talk of the demise of Pakex as an event, to the extent that the popularity of specialist shows will overtake the ground usually held by the large international exhibitions. This 'talk' has been further fuelled by the withdrawal of companies such as Lawso Mardon Group, SCA Packaging and the like, as much as anything else (see page 6).

The view that large shows are dying on their feet because of the lack of large corporate stands does not quite stack up. Indeed, the decision by some of the large multinational groups to not attend in a corporate flag waving context, but to still allow their subsidiaries to exhibit, may make Pakex a more targeted event than previously.

For instance, the person that steps onto a large stand which incorporates 25 separate divisions is unlikely to want to talk to more than two of these companies. It makes little difference to the visitor if they are on a group or individual stand. Indeed, it could be argued that a visit to a medium sized stand is easier.

This is not to denigrate companies that continue to value the group marketing approach, however. What interests me on this matter, is the paranoia of packaging companies about what the size of their stands says about them. Surely marketers from all industries buying packaging are now more sophisticated than that?

Obviously, if the whole CarnaudMetalbox Group was exhibiting in a small shell scheme, it would be the gossip of the exhibition. But surely it would not cause such a furor if one of its profit centres in, say promotional packaging took up a similar amount of space?

Costs are key, of course and you can hardly blame a large company for not wanting to spend half a million pounds on a purely promotional exercise. But, for the subsidiary companies that do not have the pressure of 'having' to go for large space to preserve their image, Pakex does offer the potential of 50,000 visitors.

If, and it is a big if at this stage, Pakex 95 does manage to attract this type of exhibitor then, it could be argued, it will be a far more focused and targeted event for the visitor than previous shows. Indeed, exactly the buzz words used to promote the smaller, specialist exhibitions.

Rather than assume Pakex 95 will fail because it will not have exactly the same exhibitor profile as Pakex 92 or 89, shouldn't we consider that it is precisely this change that could be of most value to the visitor?

Gail Len, Editor

Bagger makes cones

A vertical form, fill, seal machine that produces cone-shaped packs for popcorn, biscuits and confectionery is among a range of baggers offered to the UK market by Sussex & Berkshire Machinery, the newly appointed UK agent for Italian manufacturer, Euro Impack.

The El Cone-Clips machine is fed by a single reel of film and produces a bag that is completely sealed, but cone-shaped. Immediately after the bag is sealed a plastic coated wire clip is applied at the top, to allow the bag to be reclosed after initial opening.

Fine control of temperature and sealing jaw pressure

allows an airtight yet easy to open seal to be made, says Sussex & Berkshire (Blacknest, Alton, Hants GU34 4PX - tel: 0430 22669, fax: 22687).



The El Cone-Clip produces cone shapes and conventional pillows

pillow packs.

As well as dry, free flowing products such as snack food, the machine can also be equipped to handle creams and pastes, providing single-use piping bags for cake and dessert decoration.

Among other Euro Impack machines available from Sussex & Berkshire is the El Very Fast single tube vertical bagger offering speeds up to 140 a minute and a broad size range that extends to bags 210mm wide and 290mm long.

The company also offers weighers, volumetric cup and auger dosing systems that can be integrated into the host machine's control system.

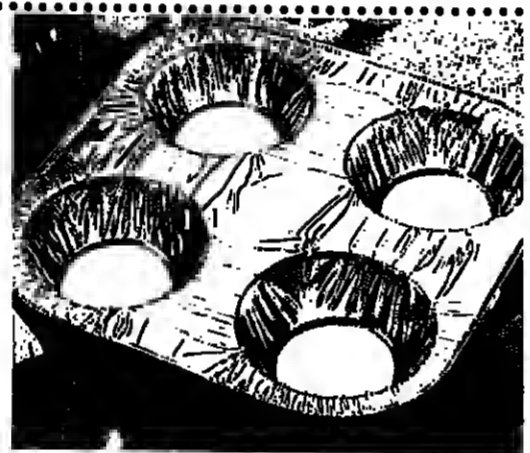
For further information K8 127 Call for details 0839 772268

Foil tray offers food savings

This four compartment muffin tray, said to offer food producers the potential for savings in product handling and packaging costs, is available from Alcan Ekco Packaging.

The aluminium foil tray is 170mm square with the 'top-on' diameter of its four round compartments measuring 64mm. It is suitable for a variety of products, including

muffins and cakes, says Alcan (Ash-ridge Road, Chesham, Bucks HP5 2QE - tel: 0494 775221, fax: 791961). The tray can be used to bake or freeze four items at a time.



Aluminium foil tray by Alcan Ekco: 170mm square

Board cartel is heavily fined

Record fines totalling ECU132.15 million (£104 million) have been imposed on 19 European cartonboard producers by the European Commission (EC) for running an "elaborate and institutionalised price fixing and market sharing cartel" since 1986.

Half of the firms did not deny the allegations. However, some are still insisting that the meetings held in luxury hotels in Zurich had been no more than social occasions and are considering an appeal.

Those fined are Buchmann GmbH, Cascades SA, Enso-Gutzeit, Europa Carton, Finnboard (4 companies), Fiskeby, Gruber & Weber GmbH, KNP BT nv, BPB de Eendracht, Laakmann, Mayr-Melnhof, MoDo (Igggesund), Rona, Sario, SCA Holding Ltd, Sora, Enso Española, Moritz J Weig kg and Papeteries de Lancy. They have just three months to pay. The levels of the fines take account of the gravity and duration of the infringement and distinguishes between

ringleaders and the 'ordinary' members of the cartel.

Between 1987 and 1990 cartonboard consumption in Western Europe rose by almost 20 per cent. Prices were increased usually twice a year by up to 10 per cent in spite of determined customer resistance and a fall in pulp prices, says the EC. Firms which were suspected of deviating from the plan were required to explain themselves and pressure was put on them to raise prices, according to the EC.

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Holographics for lollies

Complete holographic images rather than diffraction patterns have for the first time been incorporated into flexible packaging in a wrapper for the Dinos range of lollies from Gennan company Schöller.

Rather than being used as an all-over repeat pattern, the holograms become an integral part of the design, says Applied Holographics plc, which is supplying HoloFlex material for conversion into the final pack.

To decorate the newly-launched brand of children's ice cream, 2D and 3D images of dinosaurs are embossed across the web, which is laminated and overprinted by AP (Unit 4, Avebury Court, Mark Road, Hemel Hempstead, Herts HP2 7TA - tel: 0442 236800, fax: 214168) with tight register control. The holograms, used in a step and repeat pattern across the web, are treated with proprietary lacquers.

According to Applied Holographics, this type of

application, with holograms integrated and in register with primary printing on the pack, was predicted as a logical

with holographic materials. HoloFlex is the first range of holographic materials to meet with US Food and Drug



2D and 3D images of dinosaurs are embossed across the web

extension of the geometric background effect. The wrapper is said to illustrate the design opportunities available

Administration (FDA) standards for near or direct food contact. The first rigid pack to use a similar step and repeat

tem was a cartoon for cosmetics.

Previous ice cream packs using Applied Holographics materials (40 Phoenix Road, Crowther, District 3, Washington, Tyne & Wear NE38 0AD - tel: 091-417 5434, fax: 091-416 3292) have included Mr Freeze Cool Pops carton for Dublin-based Leaf Ireland Ltd and the Finnish Icing ice bar wrapper. Icing's wrapper is an example of all-over geometric holograms in flexible packaging and Mr Freeze uses a single graphic hologram as a free promotion.

A 'sparkle' effect holographic hot stamping foil was used earlier this year on a carton designed and constructed for Japanese ice cream lollies.

APPLIED HOLOGRAPHICS:

For further information K8 130 Call for details 0839 772268

4P:

For further information K8 131 Call for details 0839 772268

PN vows to avenge cricket defeat

Packaging News took second place in the Maclean Hunter Print and Packaging Group Cricket Match last month, an event destined to become an annual highlight of the packaging industry calendar.

Victory went to British Printer on this occasion, with the 186 target set by Packaging News reached with just nine balls of the 35-over game to spare. The Packaging News team was not, however downhearted and vowed to avenge the defeat next year.

Opening batsman Francisco Serrano of CarnaudMetalbox Foodean and Andrew

Manly of the PPMA got the side off to a good start, with several boundaries and one six coming off the opening overs.

It was then time for Jon Kirtland of Dunn Systems to come to the crease and, over the next several overs, to achieve the top score of 38. He was ably supported by David Baker of RPC Containers Raunds for a while and also by David Owen of agency,

Richardson Carpenter. David Owen and Mike Hall both achieved solid scores of 26 and 25 respectively, and Ian Mayor of In Touch PR was very

considerate to the scorer by not troubling her more than once. There was then some splendid bowling figures recorded by the Packaging News side with Jon Kirtland unlucky to not take a wicket in his fine, six-over spell. Mike Hall achieved 1 for

39 and deserved more, David Owen got a marvellous 3 for 36 and David Chadd an amazing 2 for 18. Ian Mayor took two wickets for quite a lot and David Baker, in a short spell towards the end, bowled the only maiden of the innings.

A special mention should also go to Bevan Goodman, managing director of consultants BGA, whose umpiring was scrupulously fair and the four's signalled with a flourish.

So, this year the honours go to British Printer. Net practice for Packaging News' 1995 team selection will start during Pakex in April.

Pvc bottles into jumpers

Recycled pvc has found a novel application and a new market in France. Pvc mineral water bottles are being turned into chlorofibres to make jumpers and pullovers.

Rhovyl, the leading French producer of chlorofibres, has launched the Rhovyl Eco trade-mark. Salvaged pvc mineral water bottles can be crushed, spun and knitted and then made into items of clothing. It takes around 20 bottles to make a jumper.

As the largest pvc producer

in Europe, Elf Atochem (UK office: Calthrop Way, Newbury, Berks RG13 4LW - tel: 0635 870000, fax: 861212) has combined its research expertise with that of Rhovyl to develop and perfect this innovation.

It is Rhovyl's sole supplier. Bottles are collected and recycled through the French Eco-Emballage scheme. In 1993 around 50 million bottles were recycled, says Elf Atochem.

For further information K8 129 Call for details 0839 772268

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Inkjet stores messages

Broad Oak Toiletries in Devon, has installed a Linx 4200 series continuous inkjet printer at its plant in Tiverton. It is the first UK installation and is being used to print up to two lines of product codes

printer installed some 18 months ago, the 4200 unit replaces the debossing and bench code systems used previously. Runs vary from 500 to 35,000 items at Broad Oak.

Using a Midi printhead, the

usually associated with larger machines, says Linx Printing Technologies (Burrell Road, St Ives, Huntingdon, Cambs PE17 4LE - tel: 0480 300755, fax: 495093).

Both printers run on lines which incorporate conveyors specially designed and built to allow a wide range of containers to be manually loaded and then introduced to the printers.

"Since installing the 4200 printer we have also been asked to print a special recycling logo on products destined for the Italian market and have been delighted to find the printer can do this," says Bernard Johns Broad Oak's chief engineer.

"Many of our customers wanted clear, easily spotted codes. We decided on Linx because their machines are technologically advanced and are known to be reliable and clean,"

explains Mr Johns.

For further information call 0838 772288 or 0838 772289



The Linx 4200 at Broad Oak Toiletries, applying codes to glass perfume bottles

onto plastics and glass bottles containing shampoos, bath gels, perfumes and colognes.

Together with a Linx 4000

system prints characters 3mm high in Linx's ethanol-based, odour free ink. A key feature is the message storage facility

EU Directive looks set for conciliation as Belgium withholds endorsement

The European Union's (EU) Packaging Directive looks set to go to conciliation. This will delay the Directive's adoption until the end of the year, with the possibility of it being thrown out and the process beginning all over again.

Belgium has refused to endorse the Directive, as it is still unhappy about the ambiguous wording of Article 31 on 'economic instruments' (see PN July). Belgium has been given a few more weeks in which to change its mind.

However, most governments are now resigned to the fact that conciliation will go ahead. The UK Department of Environment tells PN: "It is disappointing. But there is nothing we can do. We just have to wait and see what happens in conciliation."

Member states had sought to avoid conciliation at all costs, since it is a new procedure giving MEPs significantly more powers and as yet untried by the EU.

"MEPs may attempt to reopen debate on targets"

It is widely feared by many industry associations that the MEPs will seek to broaden the scope of the conciliation debate and attempt to reopen the debate on targets.

David Rowe MEP tells PN that: "Everything's up for

grabs. We will open up every area there is to explore in conciliation. We will change economic instruments but it will cost the Council of Ministers."

It now remains for the Council of Ministers to notify the Parliament that it wishes to start conciliation. It is unlikely that the process will get underway until after the summer recess in September.

Stage one should take around six weeks. However, ultimately if no agreement can be reached, the European Parliament can veto the Directive with an absolute majority.

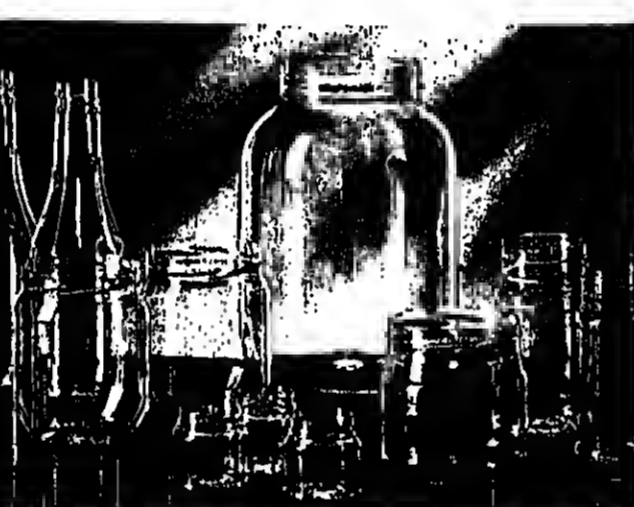
Lyn Trysman-Gray, director general of the Alliance of Beverage Cartons and the Environment, tells PN: "At least [the Directive] was proceeding fairly speedily, but now it has all fallen apart and it could go back to square one. The Belgians are completely unbudgeable, and even the Germans are a bit miffed that the Belgians have not accepted the Directive, because they are not keen to broker a compromise."

Jars from hot-fill pet/pen blend

Hot-fill pet, blended with pen for higher fill temperatures, is now being moulded by Skillpack of the Netherlands into wide-mouthed jars, with a range of bottles also available.

The Skillpacky range includes shatterproof, glass-clear, squeezable and rigid options. High barrier is another advantage of the material. Existing hot-fill pet is specially treated, says Skillpack (Vossendaal 12, 4878 AE Eten-Leur, Netherlands - tel: 010 31 1608 14000, fax: 16350), but is limited in the temperatures that it can withstand.

"We expect the filling temperatures required for Skillpack to be between 85 and 95deg C," says Cees Killestijn, md of the company.



The wide-mouthed jars: suitable for hot-fill ketchups and marmalade

However, by increasing the proportion of pen - and consequently increasing the cost - temperatures can be as high as 110deg C, he tells PN.

Commercial applications

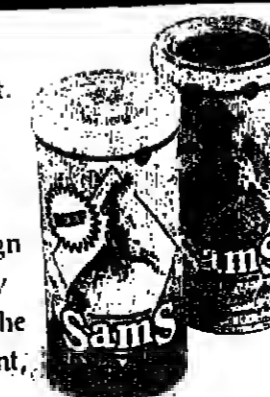
appearing over the next few months are expected to include hot-fill ketchups and marmalade.

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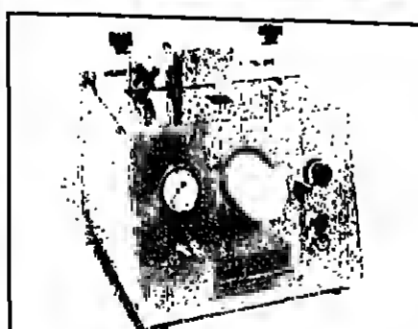
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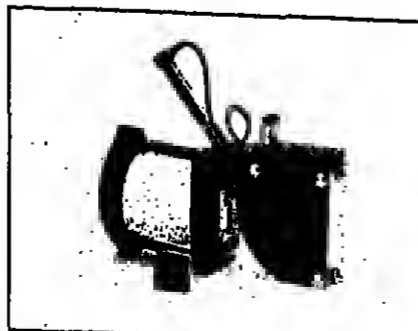
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Pakex looks to focus its attentions

Pakex has always been the exhibition the packaging industry has loved to hate. A new moan is heard every three years - it's too big, too small, too expensive, too broad, too focused, too long etc etc. Gail Lea talks to Dominique Fraser, Pakex 95 exhibition director, about why her team is confident that next year's event will overcome these criticisms and be a successful show.

other major players.

"These facts are countered by Dominique Fraser, Pakex 95 exhibition director, however with the view that although the show may not have as many mega-stands, it will still have some of the individual companies that comprise these international groups, as well as other first time exhibitors.

"A definite trend for the 1995 event is for some of the major players to have empowered their subsidiaries to decide on and pay for attendance in their own right," she says. "I firmly believe that there will still be the same number of companies represented at the show as the '92 event - around 1200 - even though the total meterage will probably be down by approximately 10 per cent."

And even this figure, she points out, is in line with other international shows such as Ipack-Ima and Macropack, which have both seen reductions in overall meterage this year.

In case this comes over as being defensive, Ms Fraser is anything but. "Our major unique selling point is that we are the only international pack-

aging event taking place next year," she says. "We intend to take full advantage of this through various initiatives including our worldwide visitor promotion campaign which will be launched in October."

Looking after visitors and

industry sectors they are interested in, rather than just being sent entry tickets.

Once returned, the potential visitor will then be sent a list of every exhibitor relevant to these markets along with an entry passport. This passport also allows visits to the Food Processing Technology show as well as Brewing and Beverage Technology exhibition which are running alongside Pakex. And without the need to re-register.

As well as this list of names being sent to visitors, every exhibitor will receive a list of all visitors that enquired about the products or services offered, even if they did not visit those specific stands. This service is designed to provide a number of new leads for every exhibitor.

These visitor services are designed to direct them more easily around the large exhibition - it occupies seven halls at the NEC. Ms Fraser is keen to stress that although Pakex is a broad based, major event it can still meet visitor and exhibitor needs by being highly targeted. She is determined to make the exhibition a "need to visit

show" again by bringing more focus to the halls. For the 1998 show, plans are already in place to make the event more vertically oriented. Major plans to handle student visitors more efficiently - from the exhibitor point of view - are also under discussion.

For next year's show however, the need to make it as easy as possible for the visitor - whether domestic or international - is paramount. When entry passports are issued, so will an information pack which will direct the visitor to the car park closest to the halls containing products they are interested in.

For international visitors,

"Visitor packages"

an all-in package will be available. This will include flights, hotels, catalogues etc all inclusive. "We will do all of the hand holding," says Ms Fraser.

The Pakex 95 team are also trying to offer extra services to exhibitors in terms of stand design and contractors. "It does not have to cost the same amount as it has done in the past," says Ms Fraser, "as many of our most recent bookings are fulfilling."

Pakex 95

Promotional and other features include a Producer Responsibility Group (PRG) Information Centre, a design feature and an exhibition to celebrate Pakex's 20th anniversary. Competitions running throughout the five days mean visitors will have a chance to win a car and a luxury weekend break for two in a European city.

With eight months still to go until opening, the Pakex team is confident that a successful show is well within their grasp.

● Pakex 95 takes place from April 3-7 1995 at the NEC Birmingham and is organised by Reed Exhibition Companies (Oriel House, 26 The Quadrant, Richmond, Surrey TW9 1DL - tel: 081-948 9821, fax 081-948 9848).



Dominique Fraser, exhibition director

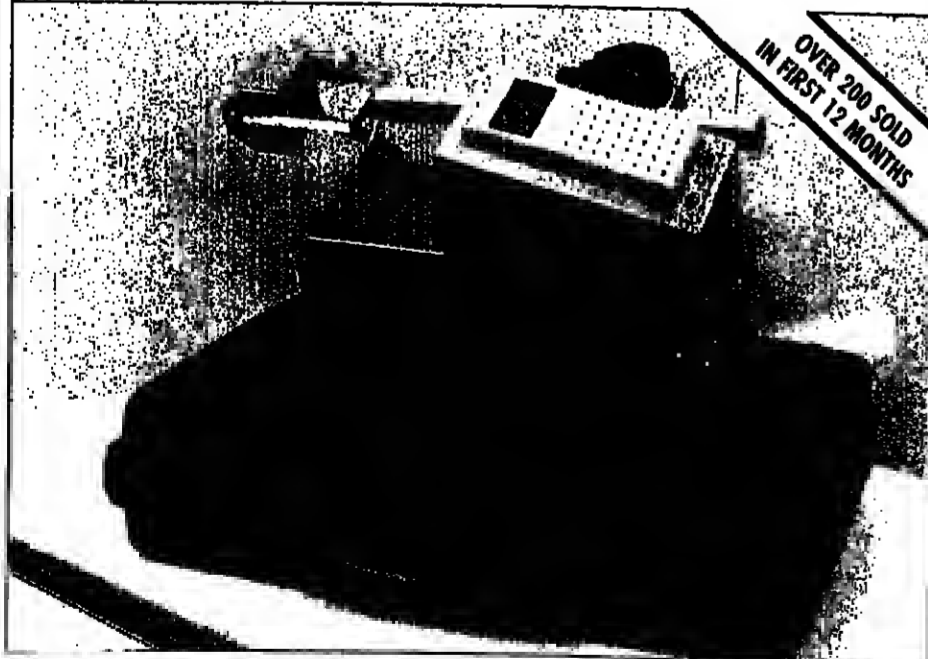
exhibitors in a professional manner is key to the thinking behind a lot of the initiatives planned by the Pakex 95 team. Anyone enquiring about visiting the show will be sent a questionnaire detailing which

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French milk market laps up easy open

The launch of milk in Tetra Pak's Tetra Brik with ReCap spout by the largest French branded milk producer Candia would appear to herald the beginning of strong market penetration for the easy open package in France.

James Bryant, marketing manager milk at Tetra Pak UK, tells *Packaging News* that by the end of the year, 20 machines will be installed in France. Of the 3.3 billion litres of milk processed in 1993, nearly 80 per cent was packed in Tetra Brik.

The first milk application of ReCap in the UK may also not be far off. It is believed that a UK supermarket will soon import UHT in ReCap and it is rumoured a machine may soon be installed in the UK,

although this was not confirmed by Tetra Pak UK (1 Longwalk Road, Stockley Park, Uxbridge, Middlesex UB11 1DL - tel: 0895 868000, fax: 868001).

"Growth at expense of pasteurised"

Tetra Pak anticipates the UK UHT milk market will develop in much the same way that the French has. UHT now commands over 90 per cent of sales, whereas in 1970 it represented only 1 per cent of market share. This has been at the expense of pasteurised, which has seen sales drop from 81 per cent to around 6 per cent during the same period in France.

Part of this optimism is based on the convenience lifestyle that has developed over current years in the UK and the fact that supermarkets will have handling problems due to the anticipated volumes of pasteurised if they are able to capture the decreasing doorstep milk market.

"Different tastes" Taste, always an issue in the UK, may be influenced by the slightly different method of pasteurising and homogenising carried out in French dairies such as Schneider SA in eastern France.

Supermarkets in the UK

insist on higher processing temperatures for a longer time than is required under European Union legislation and carried out in France.

"We will follow France, but in a slower and more reduced way to around 50 per cent of market share probably," says Mr Bryant. "Plastic containers have inhibited the growth of the UHT milk market in the UK. But growth is estimated at 4 per cent this year," he adds.

"UHT milk is the cheapest in the supermarket at 20 pence a pint, and retailers are interested in promoting long life milk," says Mr Bryant.

There are six UHT milk producers in the UK. However, output is low and a substantial amount of milk is imported. UHT accounts for about 5 per cent of milk sales in the UK.

For further information K8 123 Call for details 0838 772288

Milk has been launched in Tetra Pak's Tetra Brik with ReCap spout by Candia, the French branded milk producer



Heat seal solution for effervescent tablets

The need to cut costs, meet new legislation and cope with the problems traditionally associated with packaging effervescent tablets was behind German Helago-Pharma GmbH's choice for installing a Siebler strip packaging heat sealing machine for its denture cleanser tablets from Pipenbrock Verpackungstechnik.

Karl Josef Kloekner, Helago's production manager, tells *PN*: "Low drop heights, multi dust extraction device and a breakage ejection system as well as reverse motion belt drives secure the careful treatment of our products."

Effervescent tablets attract

humidity and break easily, so these issues had to be addressed when choosing the machinery. Although the company tested blister machines it found a strip packaging machine met its needs better.

Mike Piddling of Soudel, Pipenbrock's UK agent (Unit 5 Enterprise House, Ashby Road, Coalville, Leics LE67 2LA - tel: 0530 510502, fax: 510970) tells *PN*: "The interesting features of the Siebler machines are the feed systems, the belt feeder, low drop heights and guaranteed maximum temperature variations."

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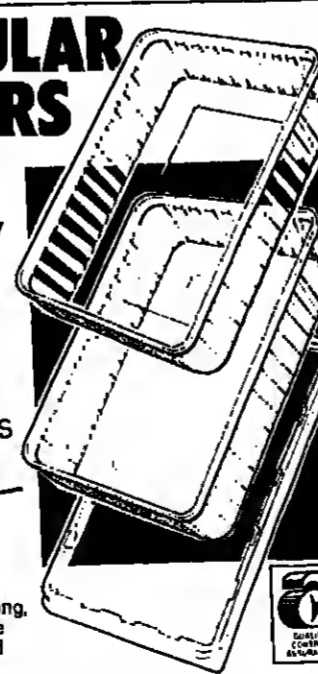
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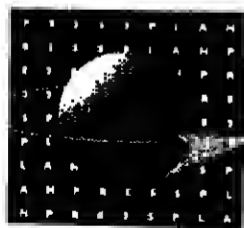
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Resealable closure can be used on range of pe films

In its first commercial application, the Ziprite reseal system for flexible packaging is being run with pe film for 4lb bags of frozen vegetables. Ziprite, from Hanlex Ltd, can be used on standard mono pe film, coextruded pe or complex laminates.

Tendafron, which packs the product, worked with Hanlex to develop a system fitting into its existing line. Retail packs will use coextruded pe, but Tendafron says it has run mono pe with Ziprite without any problem.

The Hanlex applicator can be used with most makes of form fill and seal (ffs) equipment as well as operating on vertical, horizontal or flow wrap systems. It can be adjusted to suit any size of pack and to run at any speed or volume, depending on the host system's capabilities.

"As products are packed, the Ziprite closures are heat fused straight into the pack-

ing material without the need for any extra tape or fixative. For hand fill operations, Ziprite closures are added to bags prior to use, and products are then packed in the normal way," says Tim Cowan, general manager at Hanlex (Blackhorse Road, Letchworth, Herts - tel: 0767 600534, fax: 678431).

Each applicator is custom made so that the system does not affect the final size of the pack or the speed at which the lines run, says Mr Cowan.

"The seal has a special one-way action which makes it easy to open from the outside, but very resistant to popping open if, for example a full pack is dropped on the floor," he says. To ensure that Ziprite is compatible with industry standards and can be easily adopted at minimum cost, Hanlex has worked with Lawson Mardon and Thomas's Europe.

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Flowmeter systems beat milk giveaway

Dairies are turning to precision flowmeter and weigh/fill equipment in an effort to beat giveaway on the larger sizes of polybottle for milk, say filling machinery manufacturers.

Usually used for high value added product, flowmeter technology is used on a rotary filler from BWI Dawson which has milk among its target markets. According to BWI, the high volumes of the milk industry, and the propensity of level filling to accumulate large amounts of giveaway with semi-rigid bottles, make the technology viable for dairies, even though investment may be twice or three times as much.

Flexing of container sidewalls, which can lead to overfilling on level filled pe bottles, can be overcome by the inductive flowmeter technology, says BWI, which accurately gauges volumes of water-based product by inducing and metering electric current. The problem is largely confined to the UK dairy industry, says BWI; polybottles used in the US, for example, tend to be heavier.

Irrespective of variation in container dimensions, product is filled within a $\pm 1.5g$ tolerance at speeds of up to 350 containers a minute for 2 pint sizes, says the manufacturer (Gomersal, Cleckheaton, W Yorks BD19 4LQ - tel: 0274 873422, fax: 874930).

Italian machinery manufacturers have previously produced induction flowmeter equipment, and GEI Filling Capping and Labelling brought out two rotary liquid



BWI filling valve and flowmeter assembly with clean in place (cip) trough

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Later this month two major dairies are due to begin on-site trials of the system from BWI. Payback is said to be within a year. The filler is also suitable for juices, personal care and household products. "There is a choice of closure systems.

An alternative approach used by level fillers is to adjust dosing on the evidence of off-line testing of volumes.

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Bigger PPMA is sold out

For the second year running the PPMA Show, the machinery-only exhibition, has completely sold out, even though the size of the show has increased from 6000 to 9000sq m.

Also for the second year running, the show will be a members-only event, and the number of standholders has increased by over 20 per cent.

The show takes place at the NEC, Birmingham from 27 to 29 November and visitor registrations are already running at a much higher level than a year ago. "Our target of 6000 visitors certainly looks achievable," says show director Andrew Manly.

"It is going to be helped by a record number of new machines at the exhibition as



Processing and Packaging Machinery Association

because of the dedicated theme and calibre of visitor," he added.

At the same time, PPMA has just launched the 1995 event, which will move from the NEC for one year, because of Pakes 95, to the Wembley Conference Centre. It will run from 14 to 16 November, and it is hoped to fill three halls at the centre. Halls 1 and 2 have been booked which gives around 6000sq m of space, but provides members with a

matchless opportunity to meet their customers in an annual format with a difference, says the PPMA.

One thing that the PPMA stresses about the London show is that the price per sq metre is £115 to members and £155 to non-members subject to availability.

Further details on the two shows are available from the PPMA (Progress House, 404 Brighton Road, South Croydon, Surrey CR2 6AN - tel: 081-681 8226, fax: 081-681 1641).

A full preview to this year's show will be in our September issue.

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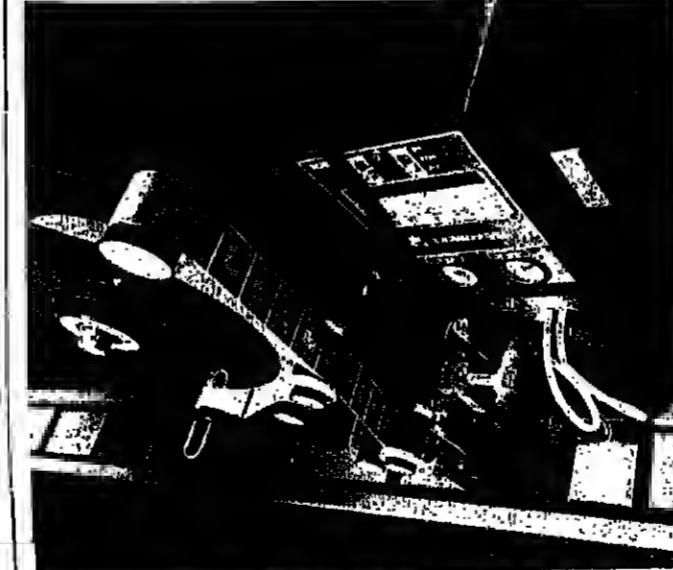
Radio frequency tags completely integrated

Complete integration of radio frequency (rf) tags into packs, as well as automatic labelling, is possible with Checkpoint Systems' Impulse technology, currently being specified by at least one major US drugstore chain for high risk items.

The flat tag, around 4cm square, can be activated and deactivated after application at speeds of up to 250 a minute on labelling equipment or integration at the converting stage between, say, laminations of a

tagging," says Mr Higgs. Retailers, suppliers and packers all stand to gain from the system, he says. "Who pays for the tag? In the end it is the shoplifter."

The rationale behind the system is not only that shoplifting is deterred and detected, but also that retailers are able to maximise sales by displaying more product outside cases where it would otherwise be a security risk and stocking more high cost/high margin items.



Checkpoint Systems radio frequency technology for source tagging

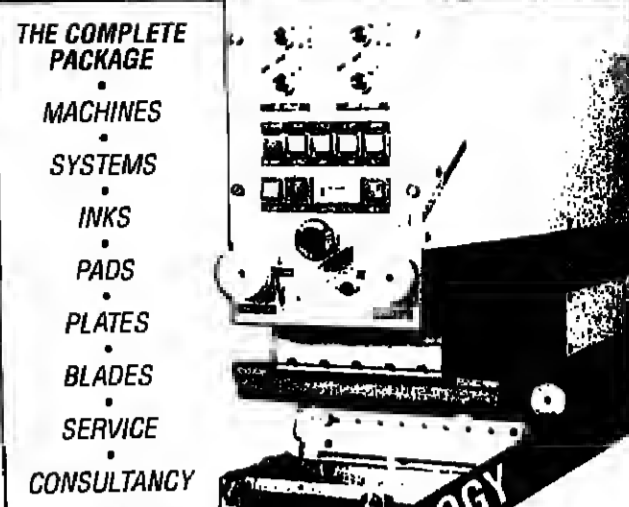
board presentation carton.

This approach of complete integration has been followed by several US manufacturers supplying the Walgreen chain of drugstores. This nationwide mass-merchandising retailer has identified categories of product which require source tagging, says Checkpoint UK and Ray Higgs, and is telling potential suppliers which system to integrate.

Packs of Kodak film and Victorinox Swiss Army knives are among the products which are having tagging built in, making it both inaccessibly for possible removal and invisible. "It's just got to be led by the retailers telling their suppliers that they need this sort of

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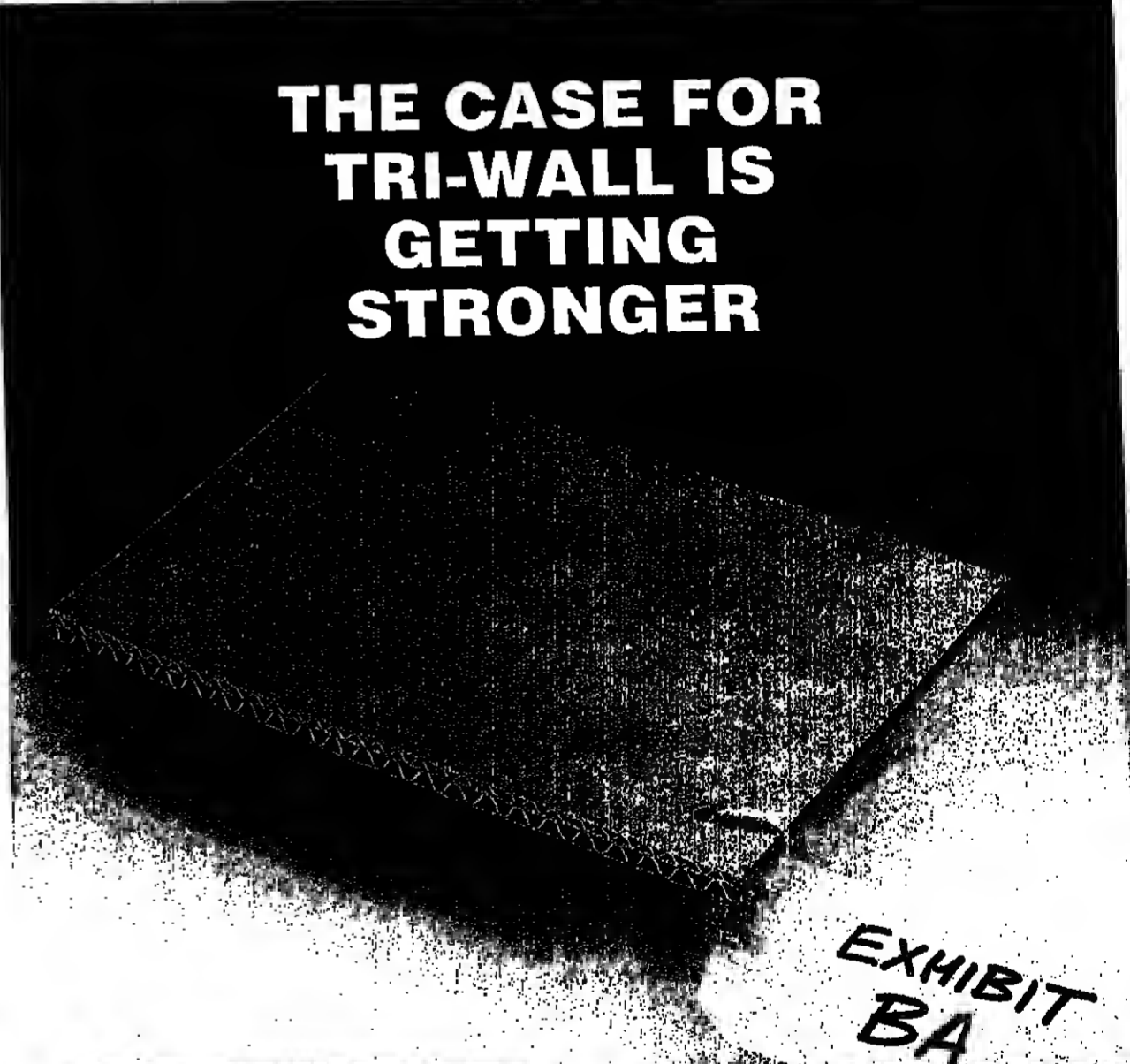


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Packaging levy: Government must act fast

As *Packaging News* went to press, Sir Sydney Lipworth's long-awaited report on the levy to finance the Producer Responsibility Group's (PRG) national infrastructure and recycling scheme was wending its way to the PRG offices.

During the wait, the PRG has published its interim report on the main body of the scheme, *Public Consultation on the PRG Plan*, in which ten major recommendations are made. These include:

- Representation: the structure of the PRG and Valpak should allow wider representation of the interests affected.
- Integrated waste management: concern was often

expressed over dealing with packaging in isolation, rather than as part of a national approach to waste management.

● Legislation: the support for legislative backing was almost universal.

However, the delays in publishing Sir Sydney Lipworth's report on the levy to finance the scheme will postpone the final PRG report until at least September.

This has augmented fears that nothing will be ready for November, when the PRG had hoped for framework legislation to be included in the Queen's Speech.

The interim report concludes that "few would give

wholehearted support to the plan without the government's assurance that it will enact compliance legislation". As far as the levy goes, failure to ensure legislation may well result in mass non-compliance.

Lending support to the critical issue of underpinning legislation, the House of Commons (HoC) Environment Committee, in its report on Recycling in the UK, says: "We believe that as the PRG's view is so clearly that enabling legislation is needed, the government should reach an early conclusion on whether or not it will legislate. Clearly, if a decision is taken not to legislate quickly, the Government

will need to produce its own programme as to how these targets may be realised."

James Devereux of Inepen tells *PN*: "The prognosis does not look terribly good. The civil servants seem less supportive in the noises they are making now about legislation."

"One problem is the vehicle for it. The only primary legislation you can bolt it to is the Environmental Protection Act, but there is a problem with this at present."

Following the consultation period on Sir Sydney's report of about a month, the PRG plan will be revised to take account of comments made during the main consultation

period and the consultation period on Sir Sydney's report. Care will have to be taken at this stage to incorporate the industry's views, since a frequent criticism from both within and outside industry has been that participation in, and consultation during, the planning process has been restricted to the PRG companies.

In the Public Consultation report, concern was voiced that this will continue into the formation of Valpak. It is therefore recommended that once the levy has been determined, PRG should be more specific on the constitution and representation of Valpak and the material organisations. In addition, the credibility of the plan was questioned because of a lack of clarity, due in part to insufficient detail.

Recommendations were also made in the report on the waste management issues of waste minimisation, the landfill levy and waste to energy (wte).

The lack of attention paid to waste minimisation was criticised: it was suggested that this section be reviewed and rewritten to indicate a higher degree of commitment to the principle.

The HoC Environment Committee's Recycling report adds: "We recommend that the DoE and the DTI should resolve with the industry how the minimisation of packaging waste will be addressed over the next five years."

Strong support by certain industry sectors for a landfill levy was proposed as an alter-

native to the packaging levy. However, the House of Commons committee concludes it

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Christopher Stewart-Smith has been appointed the independent chairman of PRG. He is on secondment from ICI and will oversee the PRG until Valpak is set up.

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The Tiny-Eye miniature sensor system by Taylor Dynamic Controls

The smallest sensor to date to be supplied by Taylor Dynamic Controls is the Tiny-Eye which, despite its size, can operate in a number of modes and different conditions.

The miniature system, which will sense faulty product such as half full or empty bottles on a filling line, is waterproof and proof against extremes of temperature.

Changes to the optical block will give permutations which include retroreflective, polarised, proximity, opposed, fibre optic or convergent sensing, says Taylor (Yew House, Walton, Lutterworth, Leics LE17 5RP - tel: 0455 554956, fax: 558148).

High impact polycarbonate is used for the casing and the sensors are protected against reverse polarity. Last year, the company - agent for US manufacturer Tri-Tronics - introduced the Mity Eye to the UK.

For further information KB 101 Call for details 0838 772268

Embossed elegance

A combination of embossed flint glass and a label on linen embossed metallicised paper have given a elegant and traditional look to Old Speckled Hen premium pale ale.

Building on the rich, light colour of the beer, the brewer - Morland of Abingdon - selected flint glass for the 500ml bottle, which is embossed with the company's logo around the neck and "Brewers since 1711" at the base. A tapered neck and shaped shoulder are incorporated into the design.

The bottle, designed to capitalise on off-trade sales for the brand, is produced by

Beaton Clark (The Glass Works, Greashrough Rd, Rotherham, S Yorks S60 1TZ - tel: 0709 828141, fax: 828476).

The octagonal label is printed in six colours offset litho on linen embossed metallicised paper for a non-reflective and textured finish, by BH Matthews (Whitby Road, Bristol BS4 3QS - tel: 0272 714147, fax: 723193).

BEATON CLARK
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MATTHEWS
For further information KB 104 Call for details 0838 772268

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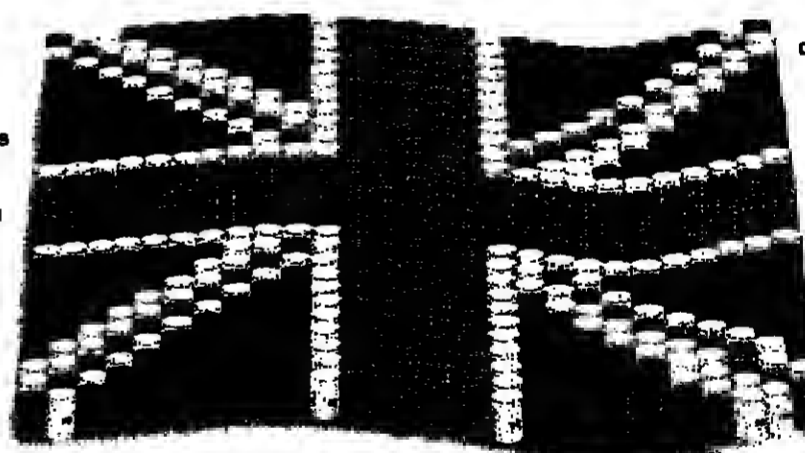
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1966 1967

WORLD CUP WIN, WORLD CLASS PACKS

Recovering from a headier World Cup back in 1966, fans could toast England's victory with Sauterne from a pvc bottle. It was pvc with everything - unless of course it could be put into an aerosol.

Not everything was going the way of plastics in 1966. Cartons were in demand, with Tylow Ld having to step up its production despite already having driven output up by 25 per cent the previous year. An additional Roland press was being installed and an Arrow straight-line gluer.

In March '66, for the first time, bone china manufacturers found a "worthwhile alternative to straw" for transit protection of their product. The Polyte skin packaging system could provide safety for ceramics while taking a fraction of the time to pack.

A Sidel/Lesieur machine was allowing Kingston Mouldings to produce up to 2,400 26oz pvc bottles an hour for J&J Colman's Robinsons brand drinks. This followed Colman's decision

to replace glass bottles with plastics bottles of Robinsons drinks on a national scale.

Sauterne and Burgundy wines were also being test marketed in pvc bottles. Marrick Manufacturing was installing equipment to give it an

annual production capacity of around 75 million bottles on the strength of this demand.

The relative cheapness of plastics continued to excite users of packaging - and the press. Under the dramatic banner "Plastics packs crash paper price barrier" a Mr J (Jack) Schneider boasted, "Name almost any paper, board, plastics or glass pack and the Extratorm can produce it cheaper." But the history of this system appears to demonstrate, whatever the present received wisdom in the UK might be, that price is not everything.

British Home Stores had opted for a plastics Ovoid therm pack for its eggs. Manufactured by Thermopac, the container was said to have the distinct advantage of giving visibility to the product.

Own brand image was as much a hot issue in the '60s as it is now. Spar redesigned its packaging with the new "triangle in a box" logo, we were

told in September 1966. Aerosols were the subject of the latest market predictions in '66, with BAMA (British Aerosol Manufacturers Association) estimating that within ten years consumption in the UK would rise



SLIMLINE PACKS CARRIED THE MESSAGE TO CONSUMERS WHO WANTED TRIMMING AT THE EDGES



1966 WORLD CUP FEVER WAS REFLECTED IN PROMOTIONAL PACKS OF THE TIME

from 2.1 per person to nine. Trends from the USA suggested that aerosol sizes would increase, with more over the 12oz capacity being used.

In December, PN led with a report into an aerosol ffs line which blowmoulded, filled and sealed packs. Developed by Rhône-Poulenc, the system was presented at the Salon de l'Emballage. Licensees were expected to begin production in the UK.

In the same month, the British Oxygen Company Ltd demonstrated how nitrogen could replace oxygen

inside a pack. "Any low permeability package or packaging material is suitable for use with inert nitrogen protection," PN told readers. Not often seen on the pages of PN was the British Hovercraft Corporation. In October '66 we featured its Hoverpallet, to be shown at Food Pack, capable of lifting up to 400lb. The necessary amounts of air to lift the base could be provided by a domestic vacuum cleaner, said the manufacturer. In the following year, a production model was announced by US Clark Equipment.

Low strength in films used for shrinkwrapping product was among the packaging complaints from wholesale grocers reported in

September '67. "In some cases, it is said, the thickness of the film does not permit safe handling at speed," PN reported. One wholesaler showed the incredulous journalist its "Chamber of Horrors", containing soiled or damaged product



TWIX AND MARATHON ARE AMONG THE SURVIVING BRAND NAMES LAUNCHED IN THE '60s

with "a total value of many hundreds of pounds". Tetra Paks were reported in January '67 to be adaptable for use in edible oils, other food products and motor oils, with the use of an ionomer resin coating. Surlyn A resin was being used to coat materials packing edible oils in Spain and Mexico, said PN.

PACKAGING PICTURES KINDLY LOANED FROM THE ROBERT OPIE COLLECTION AT THE MUSEUM OF ADVERTISING AND PACKAGING, GLOUCESTER
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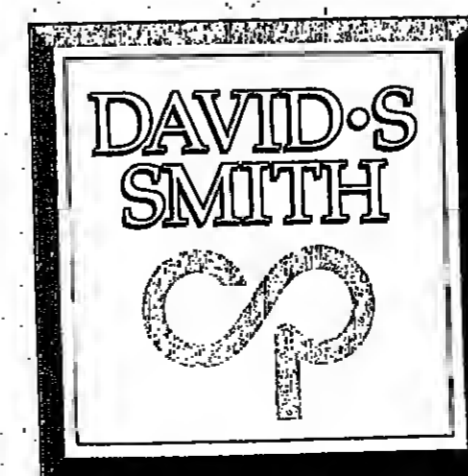


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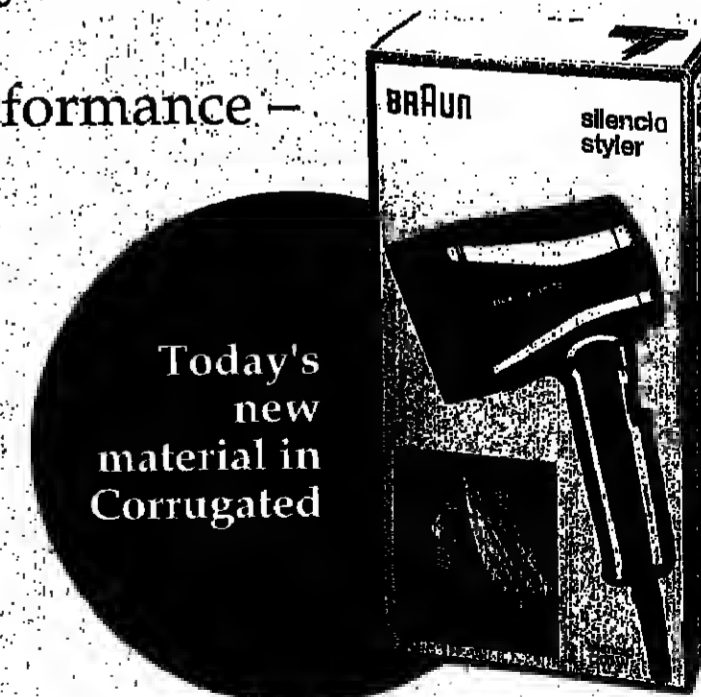
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DIARY

8-12 August
Packaging and food processing
 Exhibition, Jakarta, Indonesia. Top
 Reputis Co. 2102 Fu Fai Commercial
 Centre, 27 Hillier Street, Hong Kong -
 tel: 852 851 8503

18-21 August
Foodnet
 International packaging and food
 processing exhibition, Kuala Lumpur,
 Malaysia. AOG Exhibitions, 1 Woodside
 Road, Amersham, Bucks HP6 6AA - tel:
 0494 72406

30-3 August/September
BUORA
 trade fair for the printing industry,
 Leipzig, Germany. Intech Overseas Fairs
 Ltd, P O Box 142, Rochester, Kent ME3
 7NR - tel: 0474 824092

31-3 August/September
AalaFood
 International exhibition of food
 processing, packaging and handling
 machinery, equipment and technology,
 Manila, Philippines. Trade Information
 Marketing and Exhibitions, S-324
 Secretariat Building, PICC, CCP
 Complex, Roxas Boulevard, Pasay City,
 Manila, Philippines - tel: 632 832 0309

5-9 September
Peckukraine '94
 International trade exhibition, Kiev,
 Ukraine. Messe- und Ausstellungsgesellschaft,
 Ost-Handel Consulting mbH, GS1
 Hamburg, Ullenssasse 10, D-22299
 Hamburg - tel: 040 48 75 90-91, fax:
 040 48 75 99

7-10 September
Paperbox World
 Folding carton and rigid box exhibition,
 New Orleans. National Blenheim
 Expositions, For Lee Executive Park,
 One Executive Drive, Fort Lee, New
 Jersey 07024, USA - tel: 1 800 829
 3976

13-15 September
Labelexpo USA '94
 Exhibition, Chicago. Label Exhibitions
 Ltd, 131 Southlands Road, Bromley,
 Kent BR2 9QT - tel: 0181-313 3535

15-20 September
CIP
 Packaging trade fair, Beijing. NOWEA
 International, Ms Ute Windhausen,
 Postfach 10 10 06, 40001 Düsseldorf -
 tel: +49 211/4560-743

19-20 September
Tokyo Pack
 Exhibition of packaging materials and

machinery, food processing machinery
 and equipment, Tokyo, Japan. Japan
 Packaging Institute, 7F Kashiki
 Ningyo-cho Bldg, 3-10-1, Ningyo-cho
 Nishinabashi Chuo-ku, Tokyo 103, Japan
 - tel: 813 3 3249 6301

20 September
Introduction to labels and
labelling technology
 Two separate tech-ins, the Grand Hotel
 Krasnapolsky, Amsterdam. Clare Brophy,
 event coordinator, Co-wise Management
 and Training Services, 131 Southlands
 Road, Bromley, Kent BR2 9QT - tel: 0181-
 313 3713

20-23 September
Convartex '94
 Trade show dedicated to the paper,
 board, film, plastics and foil converting
 industries, NEC, Birmingham. Jane
 Harris, Marketing Manager, Reed
 Exhibition Companies (UK), Ortel House,
 26 The Quadrant, Richmond, Surrey
 TW9 1DL - tel: 081-948 9800

21-22 September
EASME '94
 European adhesives and sealants
 manufacturing exhibition, Bordeaux,
 France. Jane Malcolm-Coe, FMJ
 International Publications Ltd,
 Queensway House, 2 Queensway,
 Redhill, Surrey RH1 1OS - tel: 0737
 76611, fax: 761685

22-25 September
Peckpack Focus '94
 Packaging exhibition and conference, on
 board P&O's Sea Princess, Richmond
 Events, London House, 243-253 Lower
 Mortlake Road, Richmond TW9 2LS - tel:
 081-332 2422

22-25 September
Printpack 5/ProcessFood '94
 Pan Arab printing and packaging
 exhibition, Cairo International
 Convention Center, Egypt. The Arab
 Communication Group - tel: 20 2 348
 4361

22-25 September
Thel PackPrint
 Packaging and printing exhibition and
 conference, Bangkok, Thailand. Reed
 Tradex Co Ltd - tel: 010 662 260 7103
 8, fax: 260 7109

27-29 September
PPMA Show
 Machinery exhibition, NEC, Birmingham.
 PPMA Ltd, Progress House, 404
 Brighton Road, South Croydon, Surrey
 CR2 6AN - tel: 081-681 8226

27-30 September
Materialein, handling, storage and
packaging
 Exhibition, Oslo, Norway. Norges
 Varemessa, Boks 130 Skoyen, Oslo
 0212/2, Norway - tel: 47 22439100

27-30 September
Blitabaz
 Packaging Exhibition, Novosibirsk,
 Siberia. Overseas Trade Show Agencies,
 11 Manchester Square, London W1M
 5AB - tel: 071-486 1951

28-30 September
AFERA Congress
 Congress of the European Sell Adhesive
 Tape Manufacturers, Amey, France.
 AFERA Secretariat, 60 rue Auber,
 94408 Vitry Sur Seine Cedex, France -
 telex: 010 331 45 21 03 50

28-30 September
FoodPack '94
 Trade fair for packaging, labelling and
 storage technology, Nuernberg.
 Veranstalter NuernbergMesse GmbH,
 Messezentrum, D-90471 Nuernberg - tel:
 +0911/8606-0, fax: 8606-256

28-30 September
2nd International Transit
Packaging conference and
exhibition
 Conference and exhibition, Orlando,
 Florida. Motra Erwin, Pina International -
 tel: 0372 376161, fax: 0372 377526

28-1 September/October 4
Taropak
 Packaging exhibition, Poznan, Poland.
 Overseas Trade Show Agencies, 11
 Manchester Square, London W1M 5AB -
 tel: 071-486 1951

1-5 October
Typopack
 International graphic arts and packaging
 exhibition, Thessalonika, Greece. ICI
 Tsimokou, PO Box 19025, Athens 117
 10, Greece - tel: 30 901 0016

3-7 October
Europack '94
 International plastics and rubber
 exhibition, Paris-Nord Exhibition Centre,
 Michèle Jackson or Catherine Chitlock,
 Promotions, The Colonades, 82
 Bishops Bridge Road, London W2 6BB -
 tel: 071-221 3660, fax: 792 3525

4-6 October
Polypropylene '94
 Conference, Swissôtel, Zurich,
 Switzerland. Maxx Business Services,
 Moosacherstrasse 14, 8804 Au/near

Zurich, Switzerland - tel: 010 41 1 781
 30 40, fax: 781 15 69

5-8 October
Interpex/Interpack/Interprint
 International exhibition for the food
 processing and packaging industries,
 Jakarta, Indonesia. Reed Exhibitions -
 tel: 081-940 3777

10-13 October
Iepak
 International packaging exhibition, Tel
 Aviv, Israel. Israel Trade Fairs Center,
 PO Box 21075, 61210 Tel Aviv, Israel -
 tel: 872 3 846 2422

11-13 October
Graphic Communications
 Exhibition/conference on creativity in
 print and publishing, National Exhibition
 Centre, Birmingham. Richard Lead, Reed
 Exhibition Companies (UK), Ortel House,
 26 The Quadrant, Richmond, Surrey
 TW9 1DL - tel: 081-948 9800

11-14 October
Budetranspack
 International packaging and materials
 handling trade exhibition, Budapest,
 Hungary. Hungexpo Budapest, PO Box
 44, HD-1441 Budapest, Hungary - tel:
 36 1 157 3555

11-14 October
Printing and Equipment Show
 Exhibition, Olympia, EMAP Trantion, 840
 Brighton Road, Purley, Surrey CR8 2BH
 - tel: 081-660 8008

11-16 October
Scandinavian Show, Gothenburg,
 Sweden. Svenska Messan, The Swedish
 Exhibition & Congress Centre, Box
 5222, 40224 Gothenburg, Sweden - tel:
 010 31 109 100, fax: 160 330

11-16 October
Printexpo, Johannesburg, South
Africa
 Institute of Packaging (Services) - tel:
 0864 500055

11-16 October
MEBA
 Trade fair for metal processing, Leipzig,
 Germany. Intech Overseas Fairs Ltd, P O
 Box 142, Rochester, Kent ME3 7NR - tel:
 0474 824092

12-15 October
LPES - The National Print
Production Event
 Exhibition, Olympia, EMAP Trantion
 International Events Ltd, Beech House,
 840 Brighton Road, Purley, Surrey CR8

2BH - tel: 081-660 8008, fax: 6243

12-19 October
PPP China
 International trade fair for packaging,
 printing and paper, Tianjin, China.
 Tianjin World Economy Trade and
 Exhibition Centre, 32 You Yi Road, Hosi
 District, Tianjin 30061, China - tel: 06
 22 342 222

14-19 October
Interfood Shanghai
 International exhibition for food
 processing and packaging equipment,
 Shanghai, China. Shanghai International
 Trade Information - tel: 86 21 546 3810

19-20 October
Pakex & Process Ireland
 Ireland's national packaging and process
 exhibition, the National Exhibition Centre
 - The Point Dublin. McCann McGuirk
 Presentations, Greenmount House,
 Harold's Cross Road, Dublin 6W, Ireland
 - tel: +4532497/4532493, fax: 4544179

24-29 October
Specialty Plastics '94
 Conference, Swissôtel, Zurich,
 Switzerland. Maxx Business Services -
 tel: 010 41 1 781 30 40, fax: 781 15 69

24-28 October
Ola
 International exhibition for the food and
 beverage industries, Paris, France - tel:
 33 1 4268 0619

31-4 October/November
International packaging
machinery, equipment, materials
and printing trade fair
 Minsk, Belarus. Minskexpo, Masherova

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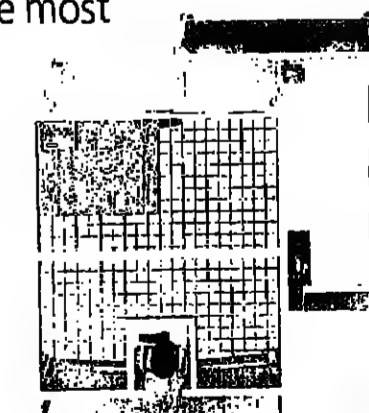
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PACKAGING NEWS/AUGUST 1994

Company with a clear conscience

Around 3.54 million containers were rescued by The Body Shop UK in 1993/4, according to its third environmental statement, *The Green Book 3*.

The firm also increased refills by 6 per cent in UK shops and upped the collection rate for plastics containers. In the USA over 183,000 containers were recycled and 21,000 bottles were refilled. In addition, "We are working with the United States Environmental Protection Agency to assist in producing guidelines for Life Cycle Assessment."

One of the few UK firms to carry out an environmental audit, The Body Shop tells *PN* it has a five-grade environmental

accreditation scheme for suppliers of raw materials through third party manufacturers.

The company has made a move towards using less cardboard for its transit packaging with most shops receiving deliveries in roll cages (61 per cent) and recycled plastics into boxes (22 per cent).

"No financial advantage"

Although good environmental practice is a fundamental company ethic, David Wheeler, general manager environment health and safety, tells *Packaging News*: "There is no finan-

cial advantage in recycling and reuse. It does not give us a competitive edge."

At its Watershead site, the company blow and injection moulds its bottles, jars and caps on site. On-site production has increased over the year, when over 104 million plastics units were produced.

"Increased production"

In line with increased production, the company upped its recycling for all plastics, glass, aluminium and steel, as well as pallets.

"We are pleased to report that we met our 1992 target, ensuring 80 per cent of our packaging (excluding colour cosmetics and accessories) would be manufactured from our most readily recyclable materials or have no packaging at all," says the report.

Medical bags have high cold resistance

Critical care medical bags are now being converted from Ecdel, a copolyester ether elastomer from Eastman Chemical Company for the first time.

Draka Polva bv of the Netherlands has used the material to launch Solmed PCCE Medipak, a lay flat tubing used for the bag conversion. The bags are used to pack amino acids, lipids and both high and low pH solutions.

The bags have good cold temperature resistance, and can even store blood at -60 to -80deg C without cracking, says

Eastman (UK address: Brindley House, Concor Hill, Lawn Lane, Hemel Hempstead, Herts HP3 9YT - tel: 0442 241171, fax: 241177).

Benefits derived from extruding the resin in tubular form are the substantial reduction of weld length in comparison to bags made from flat film, and the improvements in interior cleanliness of the product due to the closed



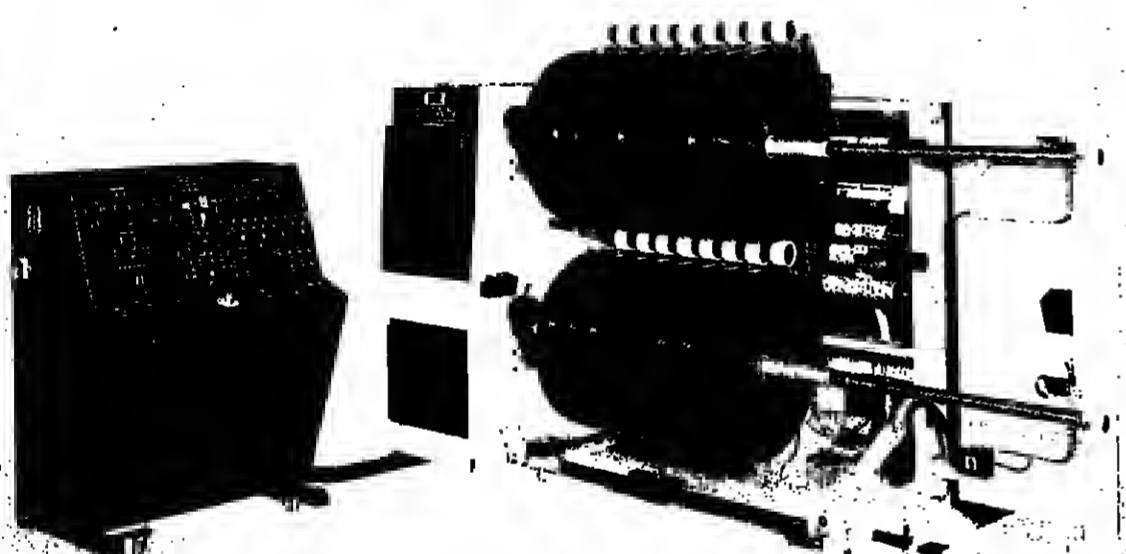
Medical bags are made from Ecdel resin, from Eastman

production system, according to the company.

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The 101mm diameter pp pot for salads, from RPC Containers Corby

Ready salads in pp pots

A round 101mm diameter polypropylene pot has been launched by RPC Containers Corby for prepared salads and coleslaws.

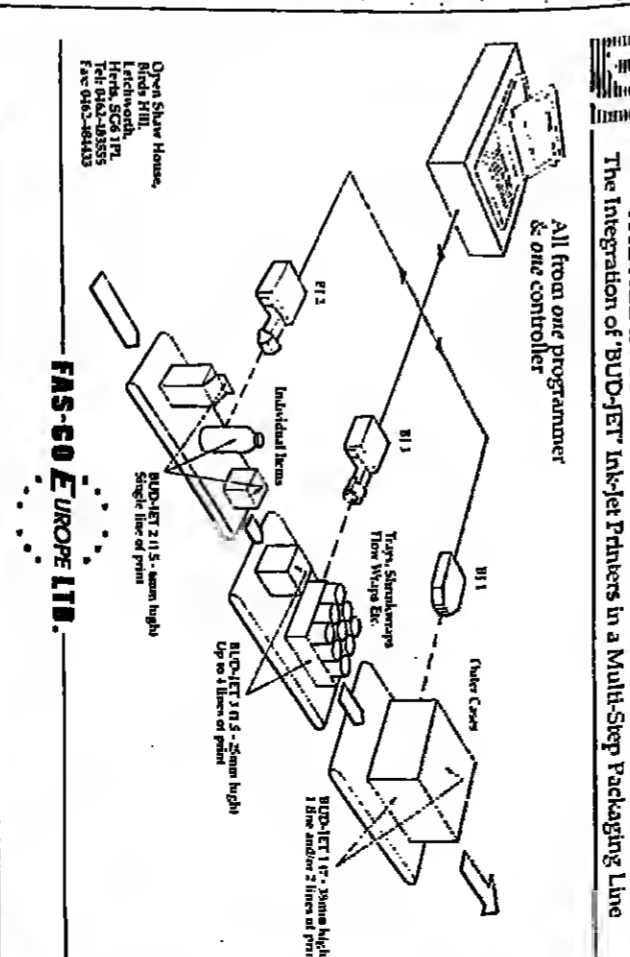
Milborne Foods has adopted this container for the launch of Safeway's premium range of prepared salads such as Pasta and Blue Cheese, Chunky Potato and Beetroot.

"Prepared salads are a growing and competitive market," says Ciara Moore, trade

marketing manager at Safeway. "As such we required a container that would help to differentiate our range and provide maximum on-shelf impact."

Full colour printing on both the pot and lid is provided in-house by RPC (Sallow Road, Weldon Industrial Estate, Corby, Northants NN17 1JX - tel: 0536 63488, fax: 205493).

For further information, call 0839 772268 or 0839 772269.



Call on 0839 772268 or enquiry number K8-451

Paper darts

The Paper Federation, until more recently known as the British Paper & Board Industry Federation (BPIF), changed its name earlier in the year, as part of an overall effort to keep its message direct, simple and clear.

The federation comprises three main sections - training, employment and trade (business and the environment) - which were separate associations until 1974, when the trade and employment groupings merged, incorporating training in 1984.

One of the largest federations in the UK, with 42 employees and a turnover of £2.2 million a year, the Paper Federation has 65 member companies, representing around 95 per cent of the industry Europe-wide.

Its mission, director general Jeffery Bartlett tells *Packaging News*, is to assist all sectors of the British paper and board industry to develop and maintain a strong, internationally competitive position.

"Strong links with CEPI"

Apart from its headquarters in Swindon, the federation has offices in London, Bury and Edinburgh and also maintains strong links with CEPI (The Confederation of European Paper Industries) in Brussels. It played a leading part in creating CEPI.

The federation's policies and priorities are outlined in a three-year business plan. Members meet four or five times a year to update policy.

The director general and the chairman - Stefan Kay, md of Inveresk plc - meet with the 15 councillors regularly to discuss federation business.

Mr Bartlett identifies the key issues as supply and cost of pulp, waste paper and ener-

gy, over packaging, packaging waste and recycling, eco audit and labelling. The development of standards and centres of educational excellence, effective use of employees, high safety standards and improved statistics are also key areas.

"Developing standards"

With the federation since 1969, Mr Bartlett has been director general for nine years. Making up the rest of the management team are Bryan Bateman, director business and the environment; Lesley Fryer, company secretary; Tom Linley, director education and training and Keith Roberts, head of industrial relations.

"We now aim to ensure the UK and European paper industry can compete with the rest of the world; also to obtain an improved image for paper and improved environmental performance," says Mr Bartlett.

The federation aims to provide services to industry, including lobbying and representation. Strong links have been forged with the Department of Trade and Industry and with MPs. An all-party discussion group of MPs with mills in members' constituencies convenes once a year.

The federation also offers its members, business and environment advice, education and training, guidance on employment matters, useful statistics and links with external associations.

"Increasingly our work has become international. On the trade side, over 60 per cent of our companies are overseas-owned. Even those companies that are UK-owned are international."

"It is very important that we take a long term view," says Mr Bartlett. "For next year the Federation plans a British

MEET THE ASSOCIATION

Camila Reed reports on the activities of the established but newly christened Paper Federation, as it spreads its wings to meet the international demands of its members.

Paper Week in October, which will comprise local initiatives, conferences and seminars.

The federation also wants to broaden its activities to include anyone with any link to the paper industry. It offers a service to five other organisations, providing them with services for a fee, including The Packaging Distributors Association and the British Box and Packaging Association.

As part of its drive to get across its message and encourage its members to do so, the federation helped set up the Pulp and Paper Information Centre (PPIC) in 1990 and is one of its major financiers.

Mr Bartlett is also the

chairman of the PPIC, which is managed by Kathy Bradley, who is also the manager of the federation's communications department.

"The Paper manufacturers are not used to dealing with the public. They have tended to deal with intermediaries, as their customers are not the general public. The industry was not good at putting across its product and on environmental issues it was not well prepared," says Ms Bradley.

Things have changed. The federation publishes an annual review and fact sheets, runs contentions advertising campaigns, sponsors educational projects and has a strong envi-



Kathy Bradley



Jeffery Bartlett

ronment committee, which responds to legislation and often ferocious criticism from environmental groups.

The PPIC (tel: 0793 887468, fax: 886182) represents conflicting interests in the pulp and paper chain, since its other five member associations deal with paper agents, importers, pulp, sacks and board.

Statistics is the federation's largest department, with the government calling more and

more on it for industry data. "Statistics and trade data are sold to companies which are now more interested in Europe as a whole and are less and less interested in the UK. They want more of a breakdown of Europe country by country and this is altering our approach," says Mr Bartlett.

The Paper Federation, Paper-makers House, Rivenhall Road, Westlea, Swindon SN5 7BD - tel: 0793 886086, fax: 886182.

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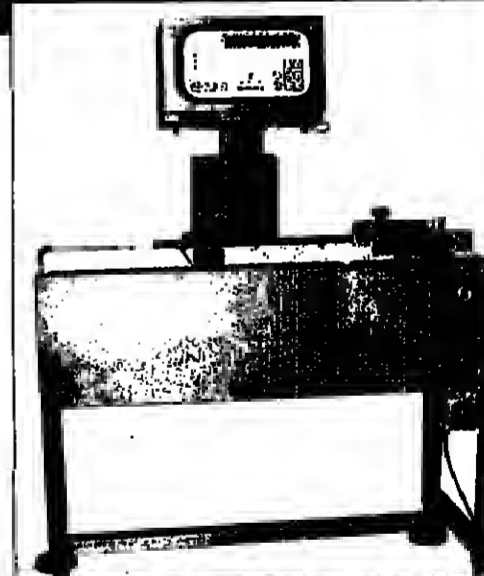
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Fingerprint system gives disciplined brand growth

In a fiercely competitive marketplace with increasing competition from lookalikes, brands must enforce their identity. Design in Action suggests this can be done across the board, on products as diverse as beer and pharmaceuticals, with 'brand genetics'. Here we look at why and how it's done.

Brand integrity and ownership are still under threat, warns Design in Action (DIA) director Trevor Bradford, despite the recent success of Coca Cola in obtaining changes to the packaging of J Sainsbury plc's own label Classic Cola.

Prior to the launch of Sainsbury's cola, the previous Sainsbury's brand had 20 per cent of cola sales at the store. Classic Cola took a 60 per cent share of sales within weeks of its launch, at the expense of the leading brands (see PN June).

"The Coca Cola decision may send messages to other supermarket chains, such as Safeways, which were also considering a similar launch, but the problem is likely to continue," adds Mr Bradford.

Part of the problem stems from the government's unwillingness to amend the Trade Marks Bill, in a way that would allow the British Producers and

Brand Owners Group to clamp down on lookalikes.

The bill had its third reading in late June, and the Brand Owners Group is now looking to introduce the issue in a statute on unfair competition, says Paul Walsh, the Group's spokesperson (see PN May).

However, passing off brand products as brand equivalents is

something that will not go away even with litigation. Mr Bradford and his team have come up with an approach known as 'brand genetics', in order to develop identities that are as unique as possible and therefore more legally defensible.

"The classical brand manager's way of thinking about a brand is that it's immutable. Once established and accepted, a brand manager's role is to protect the integrity, the

unchanging solidity of that brand, come what may," says Mr Bradford.

"The bigger the brand, the more pressure on brand managers to get it right and sometimes this means they are slower to adopt a radical move if it is needed. However,

we certainly don't believe in change just for the sake of it.

"The standard design consultancy approach is, similarly, to create 'an attractive package' without necessarily going into great detail and research into brand personality projection.

A good example of this, says DIA (Central House,

Alwyn Road, Wimbledon, London SW19 7AB - tel: 081-874 7090, fax: 081-879 7313), the work done for Courage on its John Smith's Bitter brand management began on the product 10 years ago.

Over the last decade the John Smith's brand has evolved from a quality regional ale marketed as John Smith's Bitter in its northern heartland and as John Smith's Yorkshire Bitter in its southern markets, to a single national bitter brand, launched in 1991.

John Smith's is the number one bitter in a can in the UK, John Smith's marketing controller, Peter Harding tells PN. "We gave DIA a fairly difficult design brief for the new draught. The can had to be contemporary, modern, attractive and reflect the traditional aspects of the bitter. So far,



Original John Smith's Bitter (left) and the new draught-in-can product: key core elements and icons were recombined

possible and therefore more legally defensible.

"The classical brand manager's way of thinking about a brand is that it's immutable. Once established and accepted, a brand manager's role is to protect the integrity, the

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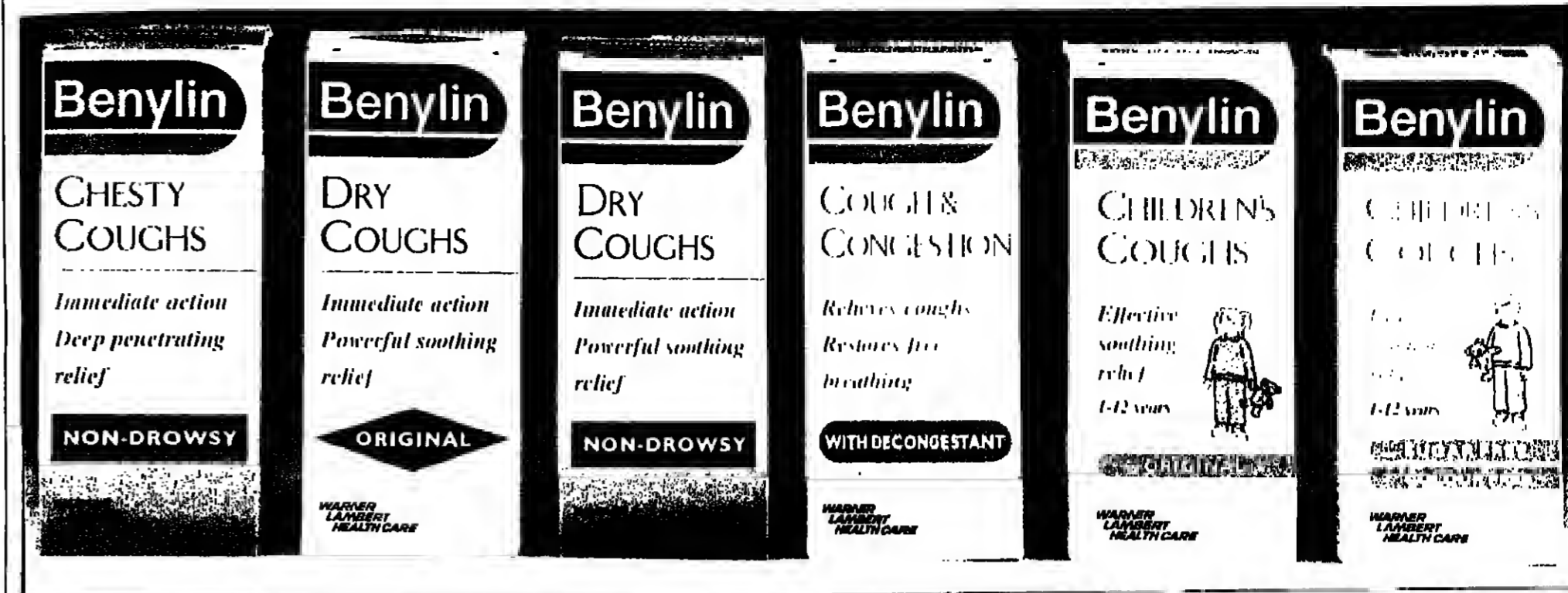
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INSTANT identification



The Benylin range of cough remedies was completely revamped by DIA: the brand name is carried in a distinctive lozenge shape

sales have been up 30 per cent year on year and the packaging design has had a major influence on sales.

The basic brand DNA for the John Smith's bitter incorporated icons and symbols which were nationally recognisable - in particular the magnet symbol used for generations. "The magnet is definitely John Smith's property," says Mr Bradford.

"We did not want to cannibalise one can design at the expense of another. So we have continued to use the same typeface, the magnet and some of the colours, although the red has been dropped for a cream stripe to represent the creamy heal," explains Mr Bradford.

Courage introduced its widget can 18 months after Whitbread launched the Boddington's widget can. "We have been very pleased with the consumer reaction so far. The widget can represents 18 per cent of the canned market at present and we see it growing to

between 30 and 35 per cent. This is where the main sales growth will be, says Mr Harding."

The packaging for the Benylin range of cough remedies was recently completely revamped by DIA. The brand name is carried in a lozenge shape and strong descriptors indicate which kind of cough the contents are intended for.

DIA identified core components of the brand identity, its colours, logo forms and identifiers and assessed which of these should be carried forward.

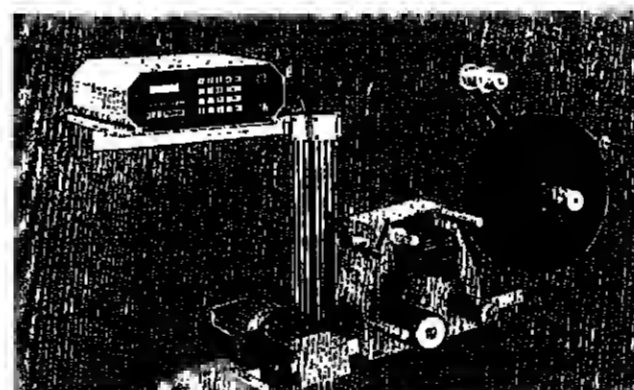
Brand genetics means, in short, establishing the brand's unique generic fingerprint and then creating a systematic development programme. This assists in protecting that particular brand personality and all future developments against the encroachment of competitors and meets the client's sales objectives, says Mr Bradford.

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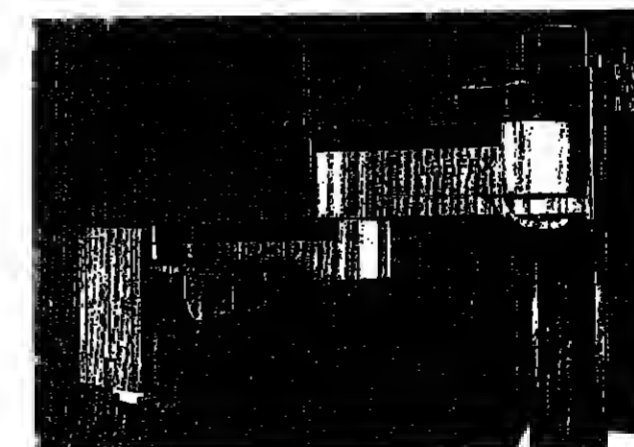
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Juha Rantanen, CEO and chairman of the executive committee of Borealis, Europe's newest polyolefins producer, has been elected president of the Association of Plastics Manufacturers Europe (APME) for the next two years. He takes over from Dieter Cron of Hoechst and his vice president will be Dr Jürgen Hambrecht, who is senior vice president of the engineering plastics division at BASF.

Ulf Kilander, managing director of AssiDomän Packaging, has announced a new European organisation for the sale of corrugated packaging to major customers. Siegfried Jacobi will take up the position of regional sales director - Central Europe, Terry Wilson is UK sales director and Francesco Noé will be regional sales director for Southern Europe.

Lars Heidenberg will be

the regional sales director for Southern Europe while Norman Maxwell is appointed European sales coordinator. He will be based in London.

Ronnie Hampel, the current deputy chairman and chief executive of ICI plc, will take over the chairmanship from Sir Denys Henderson at the age next year. Charles Miller Smith, an executive director of Unilever and a non-executive director of ICI, will become chief executive of ICI on the same date. He will become an executive director in October of this year.

Chris Young has been appointed sales director by Brille Adhesive Materials, the self adhesive tape specialist.

Tony Kendall is now the UK managing director of the newly formed UCB Flexibles Ltd, a part of the packaging division of the UCB Group of Belgium.



Dr John Nolan



Dave Watson

Dr John Nolan has been appointed chief executive of Rockware Glass after more than 20 years' service with Rockware's parent, ACI Glass Packaging, in key technical, operational and general management positions. As chief executive, Dr Nolan will be responsible for directing the company's current initiatives which are designed to further enhance its customer service and technical manufacturing base.

Dave Watson has joined Rockware Glass from fellow ACI Packaging Group member, Rockware Plastics as director of marketing. Mr Watson's role will involve a high degree of contact with customers in the wines and spirits, food and dairy and beers and beverages market sectors.

Jack Jenkins, production director of soft drinks, has retired from brewer Hall & Woodhouse Ltd. His final task

at the company has been evaluating, selecting, negotiating and finally commissioning £6 million worth of plant.



Silvana Canette

Silvana Canette, managing director of flexopress manufacturer, Flexotecnica, was among six Italian women managers and entrepreneurs to receive the Marisa Bellisario Foundation's Golden Apple prize at a ceremony in Rome. Awarded to women who have made an outstanding contribution to economic revival, it acknowledged Ms Canette's "commitment and determination" and her "remarkable managerial and decision-making gifts".

Ray Foley has joined Pechiney Packaging as field sales manager - general line from Carnaud-Metalbox, while Susan Pugh has joined the company from Solvay Chemicals as customer services manager - food. Denise Boyle is appointed account manager - general line.

Patrik Butcher has been appointed operations director, and Mike Millier sales and marketing manager at Irwin Packaging.

Francois Bleugels is now the director of sales for the UK, Germany, Benelux, Scandinavia and CIS for Eastman Chemical Company.

Mick Barnett, previously sales director of Vernon Packaging,

has joined Robinson Carton Packaging as sales director.

Henriette Politano has been promoted to export sales director of Amba Lamps.

CarnaudMetalbox Aerosols (UK) plc has reorganised its sales organisation into cells based on market sectors rather than the previous can diameters. Denis Foulger heads the news sales department as business sales manager, also responsible for the male toiletries cell.

Anton Scott will manage personal care sales, Colin Preece will handle contract fillers and Simone Lacroix is now the manager - household and industrial sales.

Paul Williams takes on the role of print marketing manager, while Colin Harris becomes the new component business manager. Anita Long is the business development manager.



Carol Michaud

Carol Michaud is the new US national sales manager of Linpac Metal Packaging and will be responsible for sales of promotional and decorated metal containers across the USA.

It is with much sadness that Delpro Ltd reports the death of the company's good friend and engineering director, Tom Ashton, who was killed in a road accident in May.

Ken Elmer is appointed sales manager to the expanded sales team at AMK Plastics Ltd.

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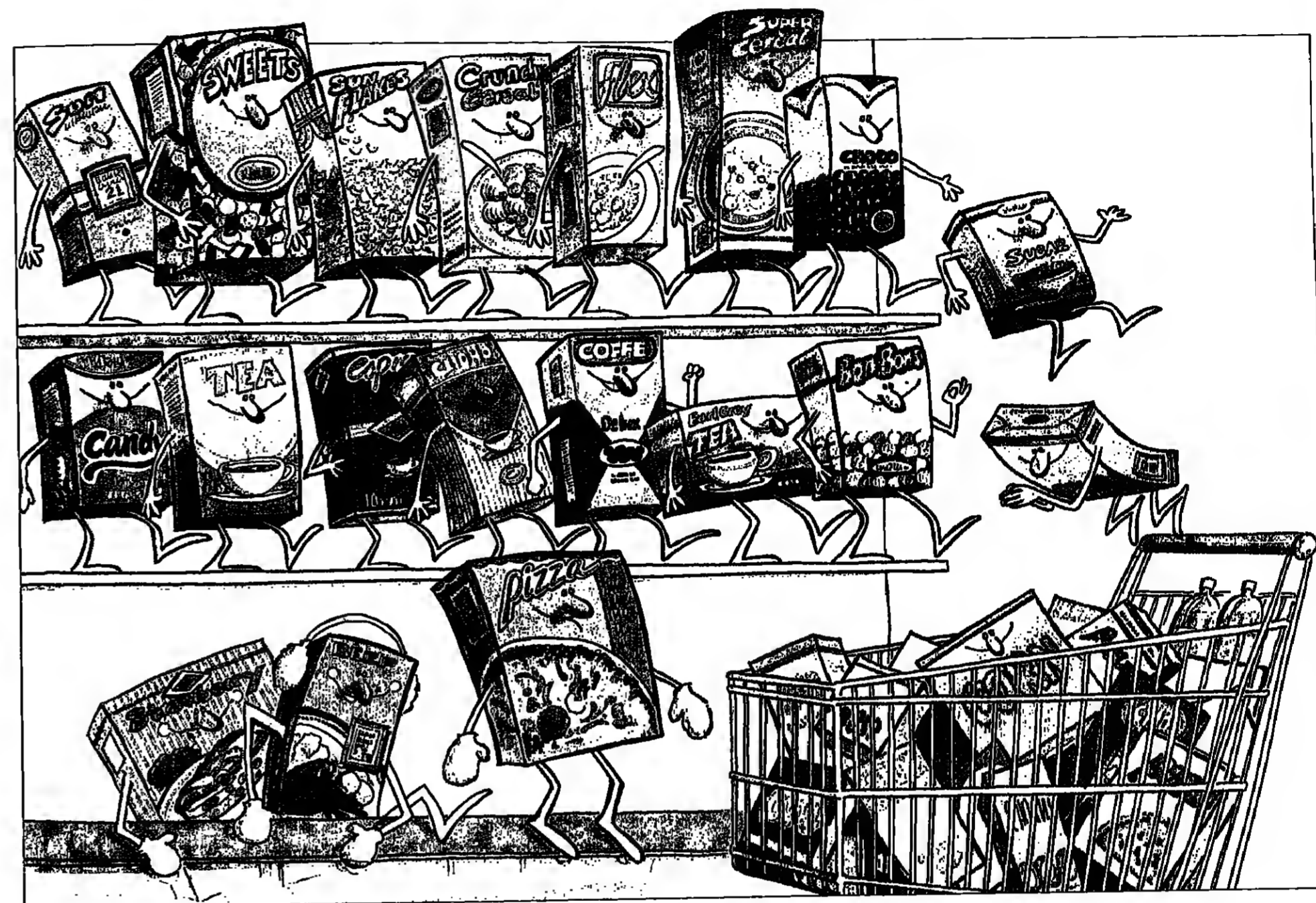
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PACKAGING NEWS/JUNE 1993

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Fiskeby offers a recycled approach to packaging food products. The Multiboard range of 100% recycled Whitelined Chipboard grades is already being used in a wide range of food cartons, including Breakfast Food, Tea, Coffee, Sugar, Frozen and Chilled Foods, Confectionery and many others. All have gained from switching to Fiskeby.

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In-mould moves to the fore

Kees Kuster, md of TW Packaging bv in the Netherlands, is so pleased with the company's in-mould labelling (iml) thermofforming system that he is already planning ahead. "The six-cavity system is running perfectly, so we're sure the next stage will be 12 cavity," he tells *PN*. This system is likely to be reel-fed, rather than using pre-cut as at present, with gauges as low as 20 microns.

Momentum for iml in thermofforming is coming from continental companies - such as TW's customer Van Den Bergh - willing to pay a premium for higher quality graphics than with surface printing. According to Illig (0442

With reel-fed systems coming into their own, we report on the competing in-mould labelling technologies. We also take a look at decorative shrink sleeves, the wider benefits of barcoding and include a round up of news.

212533), which supplied TW with its RDM 70 K machine, the ability to locate information on the base of the container is another factor in persuading potential users.

The system now running at TW (010 31 5470 8111) bonds pre-cut labels with the process heat stored in the cup during thermofforming. Labels are transferred to an intermediate magazine. Vacuum is used to

hold each label to the preforming device and the transfer head is loaded in two stages.

There is most movement in iml, and the fiercest competition for the best and cheapest results, at the crossover between the injection moulding and thermofforming technologies.

Injection moulded tubs produced by Peerless Plastics for Irish dairy Avonmore's

Gold spread use gold labels on matching material for the tub. The packs, in 250 and 454g sizes, are produced using Peerless' Rollodex system. This cuts labels from the reel inline prior to placing them in the mould, offering lower production costs - with the potential for using thinner labelling films - to offset the initial investment.

Now with £2 million of funding for the marketing of the system, Peerless md Paul Bagnall tells *PN* that advances have been made from the slow single-impression version of the machine to four-heads. With it has come a halving of the cycle time to give an eight-fold increase in productivity,



says Peerless (0827 50505).

The Avonmore tub uses a 40 micron film, but films of as little as 30 microns can be used when labelling from the reel, says Mr Bagnall. Computer imaging is said to offer distinct advantages for Rollodex, checking label positioning, print register and the quality of the 'gate'.

The finish on the Avonmore tub had to reflect the name of the product, and a gold effect was achieved using a pearlescent film to out-glisten competitor products. Further high-volume applications of Rollodex for small tubs are expected soon.

Despite a downward trend in the price of pre-cut iml stock and a continental market so far committed to pre-cut labels, Mr Bagnall is confident about the system. "For volume applications we definitely anticipate that our system will be more competitive than pre-cut label systems," he says.

Mr Kuster clearly believes the costs associated with iml in thermofforming are lower. It is also simpler, he says, and has the potential of using fewer materials. For continental customers this and other environmental considerations are of paramount importance, he says.

Blowmoulders in the UK report only slow growth of iml among own label customers. "There is a premium to be paid, and with the cost pressures that retailers are facing, there is a reluctance to pay it," says Ron Weldrick, sales manager at Alpha UK (0942 728833).

In the last year Alpha has seen some growth in demand for iml in blowmoulding - primarily from its large continental production - but this has depended on individual sizeable orders for the major fillers.

In the same way, Plysu has seen little or no interest in iml for blowmoulding in the UK, but some in its continental operation. Where this has happened, says the company (0908 582311), the filler has been

Tubs for Avonmore Gold are among the in-mould labelled packs from Peerless Plastics

willing and able to absorb the differential for the benefit of product image.

Recent shifts on the moulding side towards reduced overall costs have included the development of an electrostatic rather than vacuum tension system for label positioning, says consultant Hagen Locher (010 49 761 452410). Mr Locher acts as a consultant for Beck of Switzerland, maker of handling systems for thermofforming, injection and blowmoulding.

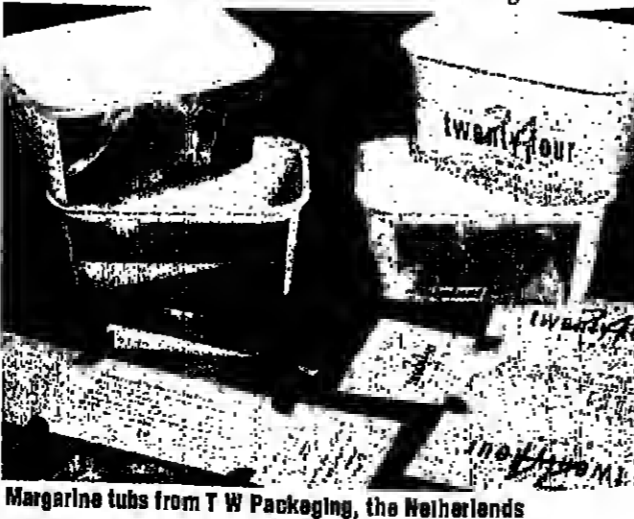
"Increase in quality"

One of the reasons for change, where it has happened, is the increase in quality of plastics label materials. Even though paper iml materials have traditionally been much cheaper, companies in this sector are looking at plastics. According to BPC Bradley (0254 395631), supermarkets are shifting products such as dairy and frozen foods from chest cabinets, where the consumer looks down on the lid, to shelving.

While paper has been adequate for the distortion typical of a tub lid, when labels are required for the tubs themselves - and 100 per cent decoration is now recognised to be one of the greatest strengths of the system - paper cannot be used.

The hdpe-based Polyart, produced by Arjobox Synthetic Papers (0255 420561) has a surface finish similar to that of matt coated paper. It has been used on blowmoulded bottles for detergents.

Hoechst has materials available for injection moulding with a slight gloss, white for better usage in litho printing. The company (081-570 7712) also has a much thinner film for labelling from the reel.



Margarine tubs from T W Packaging, the Netherlands

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Smoother data benefits

A smooth flow of electronic data means faster and more efficient running of the supply chain, says Tim Hankins*, and direct management control benefits for the supplier.

As we know, any chain is only as strong as its weakest link, and this is true of communications in the supply chain from raw material supplier to manufacturer to the distributor and to the retailer.

Traditionally the supplier has responded reactively to the demands of the multiple retailer or other principal within the supply chain without recognising the advantages to be derived for its own benefit. However, suppliers are now recognising that guaranteed

accurate recording of goods to customers can eliminate reconciliation problems, meaning less wastage and a faster payment cycle.

How can a supplier cooperate in this process? By far the most accurate and efficient systems are proving to be those that use barcodes and, optionally, EDI (Electronic Data Interchange). Using standard identifiers, the barcode can be used to track and trace product in a fast and error-free way.

The importance of main-

taining accuracy can be demonstrated by looking at a point such as the intermediate warehouse where changes of 'ownership' occur. Possible conflict between what the supplier says was delivered as against what the new owner says has been received can be avoided, and the proof is in the barcode.

Scanning and transmitting the traded unit barcode from one to the other can provide proof of delivery prior to payment. All that is required is agreement as to how the supplier will produce the barcode.

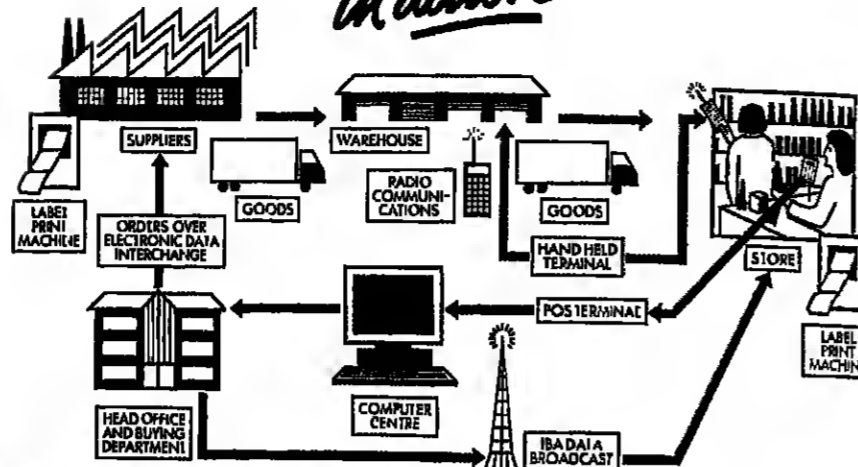
A low cost pc software package will in many cases provide the best solution. While this is often seen by the supplier as being an on-cost, experience shows that the ability to scan their own barcodes

and produce on-demand management reports, for example, provides fast payback.

In almost every case, the supplier which uses such software can comply more rapidly and more accurately with cus-

SUPPLY CHAIN AUTOMATIC DATA CAPTURE

In action



Using the pc software, the supplier can comply more rapidly and accurately with customer demands

and produce on-demand management reports, for example, provides fast payback.

In its basic form the system should be capable of producing product information labels containing unique variable information. The printer should be easily accessible to shop floor personnel to immediately print the product or traded unit label, but without the ability to tamper with sensitive information.

A desktop unit or automatic print and apply device can be used. The choice and cost are dependent on the quality and speed of print desired, but the system must be capable of taking electronically transmitted data directly to the print station to eliminate errors in transfer and offer current data.

It should also be possible to transfer data from one computer to another and allow a change in label design in any format to reflect the needs of different customers such as the larger retailers by simple key depression. Labels can then be placed directly onto the pallet or transit container. Standard desktop software packages can be supplied either through the principal or managed by specialised software companies.

Sadly, in many cases the supplier itself has not realised

any benefit yet from the barcode label, while the principal predominantly the multiple retailer - has not maximised the benefits of electronically transmitting data within the chain.

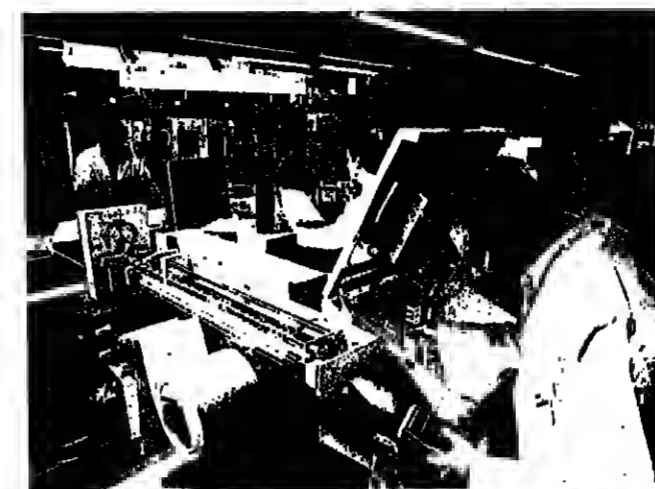
This same print system console can now be equipped to scan the barcode label and automatically produce dispatch documentation and variance analysis between 'final order requested' and 'actual dispatch proposed'. So any chosen data can be transmitted via the EDI facility ahead of physical dispatch to the next point in the supply chain or reconciled back to the supplier immediately after scanning at goods in.

Standard message formats can be agreed between the principal and its suppliers. The data gathered using hardwired or radio 'real time' connections from, say, a portable data capture terminal can be used to generate detailed reports, delivery reconciliations, stock reports and many other aspects of vital management information at both ends of the link.

Tim Hankins is chairman of AIM, the Auto ID trade association, and of Alpha-Numeric International (Alpha-Numeric House, Bourne End, Bucks SL8 5AQ - tel: 0628 810180, fax: 0628 810157).

Manufacturers must continue to take the lead in pallet labelling to ensure an effective system which will benefit all parties in the distribution chain, says Graham Podmore*.

Pallet labelling must shape up



Software sophistication is combined with rugged construction

Most companies involved in the manufacture, production, warehousing or distribution of goods can see the benefits of barcoded pallet labelling, yet many manufacturers appear reluctant to put an effective pallet labelling system in place.

This has probably not been through a lack of belief in the usefulness of such a system but rather through an understandable caution as to whether the amount of money needed to establish such an operation would ultimately be well spent.

Without an agreed standard, any system introduced too early and without general industry support, might well be a danger of being superseded by a different and non-compatible system. Yet it is clear that any finally agreed system or standard for pallet labelling has to be industry-led.

If it is not, there is a real danger of an unsatisfactory system being imposed on industries by other parties who may not take manufacturers' needs fully into account. Furthermore, internal quality procedures and accreditation to universal standards such as BS 5750 may well depend on a company having an effective and efficient product tracking system.

The dropping of European trade barriers at the start of 1993 and the continuing harmonisation of production by many multinational companies has also highlighted the very real need for effective product tracking. It is now possible for a single factory, be it in the UK, Germany or wherever, to supply the whole of Europe.

Currently different countries may identify product in different ways. Complicated invoicing procedures spanning a number of divisions may also now be involved. Without co-ordinated pallet identification and tracking, the entire production and distribution procedure can become a logistical nightmare - bad enough in terms of production management alone but an absolute nightmare if a recall is required.

Happily, even before the advent of the single European market, work had already begun to establish and agree an International Pallet Label standard. This was initiated originally by several leading

requirements. Indeed, some of the most vital discussions to establish a pallet labelling standard has centred on the size and shape of the label.

The work undertaken through the ANA has resulted in an A5 portrait label, divided into three sections. The first section offers a free format, the second incorporates specifics such as the Serial Shipping Container Code (SSCC), and the bottom third provides a machine-readable version of the data.

"The EAN pallet label is a particular use of the application identifier standards which have been developed by EAN International and the American Uniform Code Council to provide a worldwide system for providing additional information about products, as well as improving the tracking of consignments along the supply chain," stresses John Pearce of the ANA.

"The use of the pallet label standard allows companies to meet their own information

needs, and those of their trading partners, efficiently and unambiguously. It's a perfect basis for improving control and customer service," he adds.

The major companies who first initiated the system are now beginning to implement it on a European-wide basis. Certainly Prestek has been involved in a number of large-scale projects to co-ordinate automatic pallet labelling throughout various companies' European operations.

Yet pallet labelling should not be viewed as solely the domain of the larger companies. It is an area which must concern all manufacturers, particularly

those that nourish ambitions to expand. Of course, for this to happen, the machinery and technology must be available to carry out the process effectively.

For the very small operation with a low volume output or labour intensive production method, a manual system with a desk top pe and printer to produce labels for hand application is a possibility. For larger, high volume manufacturers however, a fully automated system may be the most practical and effective solution to cope with largely unmanned operations.

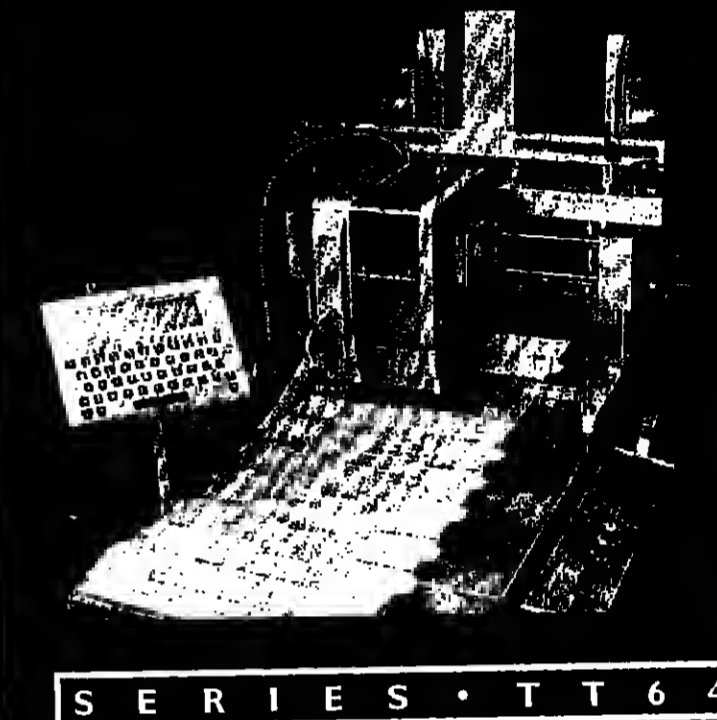
Whatever system is chosen, it must be integrated into some other form of company management information system. There is little point in creating a special label for each pallet if the data applied is not recorded elsewhere in a database system.

The higher the degree of integration, the more effective and efficient the entire system becomes.

*Graham Podmore is sales director of print and apply labeller manufacturer, Prestek (Highfields Science Park, University Boulevard, Nottingham NG7 2RQ - tel: 0602 253220, fax: 0602 430153).

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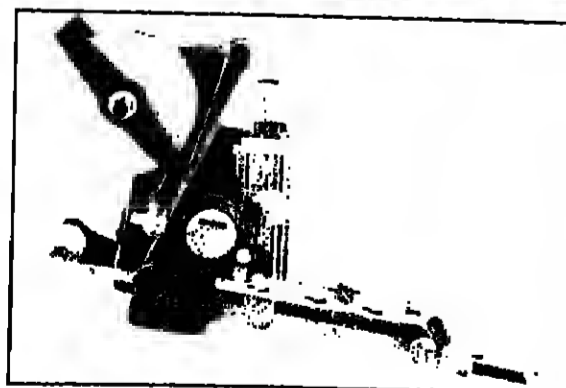
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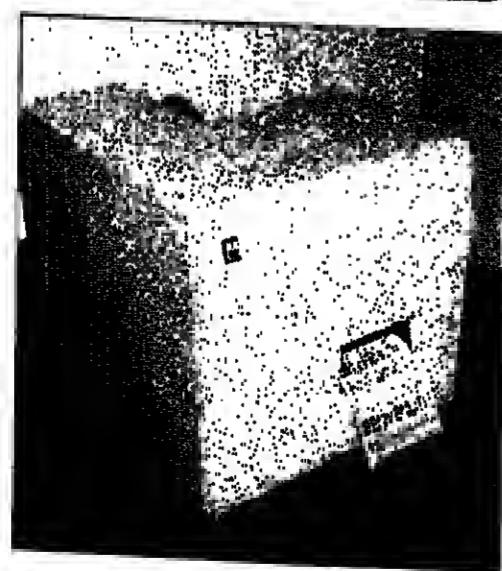
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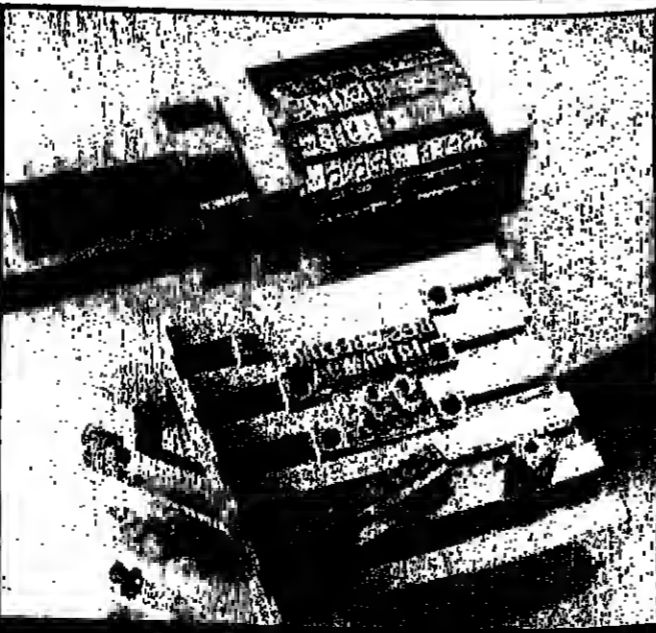
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Labour-saving print and apply

Two pressure sensitive labelling systems from Willett have proved key to an award-winning automated packaging system at a leading publishing services company.

The 2600-Series2 label printer/applifiers have been installed at International Thomson Publishing Services in Hampshire, where they are printing and applying self adhesive labels on to packets and cartons containing books, tapes and computer discs for worldwide distribution.

"Throughput has increased considerably"

Previously, 16 people packed orders and applied preprinted address labels on to packets and cartons manually. Thomson has redeployed 12 of these people as only four are now needed, two on each production line. Throughput has increased considerably.

The two printer/applifiers were purchased to increase labelling versatility and are fully integrated onto each line, says Willett (3 Cronin Road, Weldon South Industrial Estate, Corby, Northants NN18 8AQ - tel: 0536 400777.



Two 2600-Series2 label printer/applifiers from Willett are now operating at International Thomson Publishing Services Ltd (fax: 400888).

One handles orders weighing up to two kilos, using a wrapping machine which encloses items in corrugated cold seal material. The other, for orders up to 14 kilos, uses a film box technique.

After a pack is sealed, a

to 2 kilos, while the other handles in the region of 1800 cartons of between 2 and 14 kilos. After labelling, the items are automatically routed to the appropriate despatch area.

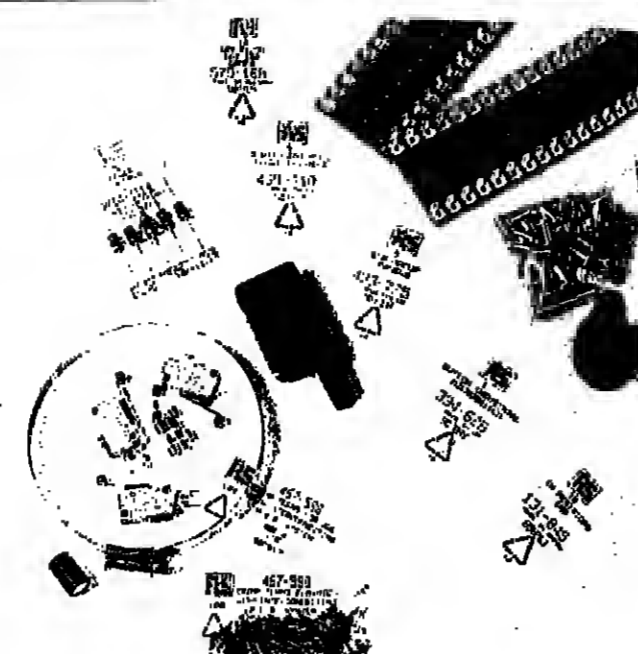
The cycle time from barcode reader to label application, including printing, is four seconds.

International Thomson Publishing Services operations director, David Silk says: "Previously addresses were printed on our combined invoice and packing document and manually pasted on to each package in the hand-packing area - a slow and laborious method totally unsuitable for future throughput projections."

Twelve million items are distributed each year and this is forecast to reach 17 million by the year 2000. The automation, including the Willett equipment, has not only reduced unit costs but improved service levels and was recently recognised with a Golden Parcel Award for excellence in service and delivery.

"We are extremely happy with the changes and are confident that the £350,000 total spend will be recovered within the planned two and a half years," says Mr Silk.

In each eight hour shift, one line wraps and labels around 2000 packets, weighing from 0



The Autobag system has increased packing and labelling rates

Faster print and pack

A print and pack system from Autobag has replaced manual packing to enable a leading supplier of electrical parts to keep up with demanding lead times.

RS Components delivers electrical, electronic and mechanical parts to industry on a same-day dispatch system. The company has seen a three-fold increase in its packing and labelling rates since abandoning manual packing for the Autobag system. At the same time, says the company, short runs and mixed batches can be handled just as easily.

The decision to install the four Autobag 115-100 Exact 4000 machines involved comparative tests with competitive systems. "These came out the most versatile and cost-effective," says packaging manager Roland Gurney.

The Autobag system is sold in the UK by Automated Packaging Systems (Ashchurch Business Centre, Alexandra Way, Tewkesbury, Gloucestershire GL20 8NB - tel: 0684 274602, fax: 274605).

For further information call 0839 772266 or 0839 772268

Portable inkjets speed production

A payback of less than 18 months on its investment of nearly £25,000 in inkjet printers is expected by leading paints producer Hammerite, due to improvements in product throughput and reductions in raw material costs.

Seven Elite portable printers from Cueprint Ltd have been installed, four of which are dedicated to batch coding on paint tins. The others will be deployed on production lines when required.

"Before we purchased the Elite, we were coding many products by hand, using label guns," says Paul Laidler, Hammerite's production supervisor. "With the Elites, we have been able to redeploy staff to other tasks while greatly increasing production throughput as well as removing label costs."



"Because the print head is so compact, the Elite can be positioned to print top, bottom or side," says Mr Laidler. Further information on the

Elite units is available from Cueprint (Compton Place, Surrey Avenue, Camberley, Surrey GU15 3DX - tel: 0276 691730, fax: 686895).

The Elite can easily be placed to print wherever it is needed

For further information call 0839 772266 or 0839 772268



Carton of Samsara Perfume from Guerlain, laser coded by Lumonics

Sweet smell of lasers

Two French perfume manufacturers - Guerlain and Kenzo - are now coding cartons of their perfumes with Xymark 7000 laser coding systems from Lumonics Ltd.

Guerlain was seeking a coding system that offered speed, accuracy and increased efficiency, to mark product batch numbers and a confidential corporate code onto cartons being packed with bottles of perfume at the company's Paris factory.

Kenzo chose to use the Lumonics equipment to meet its need to code through a cellular overwrap, without spoiling the overall appearance and image of the carton.

Maintenance manager for

Guerlain explains: "Our primary demand, after indelibility and accuracy, was the ability for the coding system to interface with our computer system and accommodate additional equipment, such as barcode readers. Laser coding, being reliable and clean with no ink or consumables was the obvious choice."

At Kenzo, production manager Mr Desmont says that "it quickly became apparent that only laser coding could meet our needs."

Further information from Lumonics (Gothenberg Way, Sutton Fields Industrial Estate, Hull HU7 0YE - tel: 0482 831154, fax: 839233).

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PACKAGING NEWS/AUGUST 1994

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Additionally HIDE-A-WAY labels offer a high level of tamper evidence.

HIDE-A-WAY labels are constructed in five layers with a tear-open perforated flap which opens to reveal collectable stickers. Printing in up to five colours is available on the inside, with up to four on the outside.

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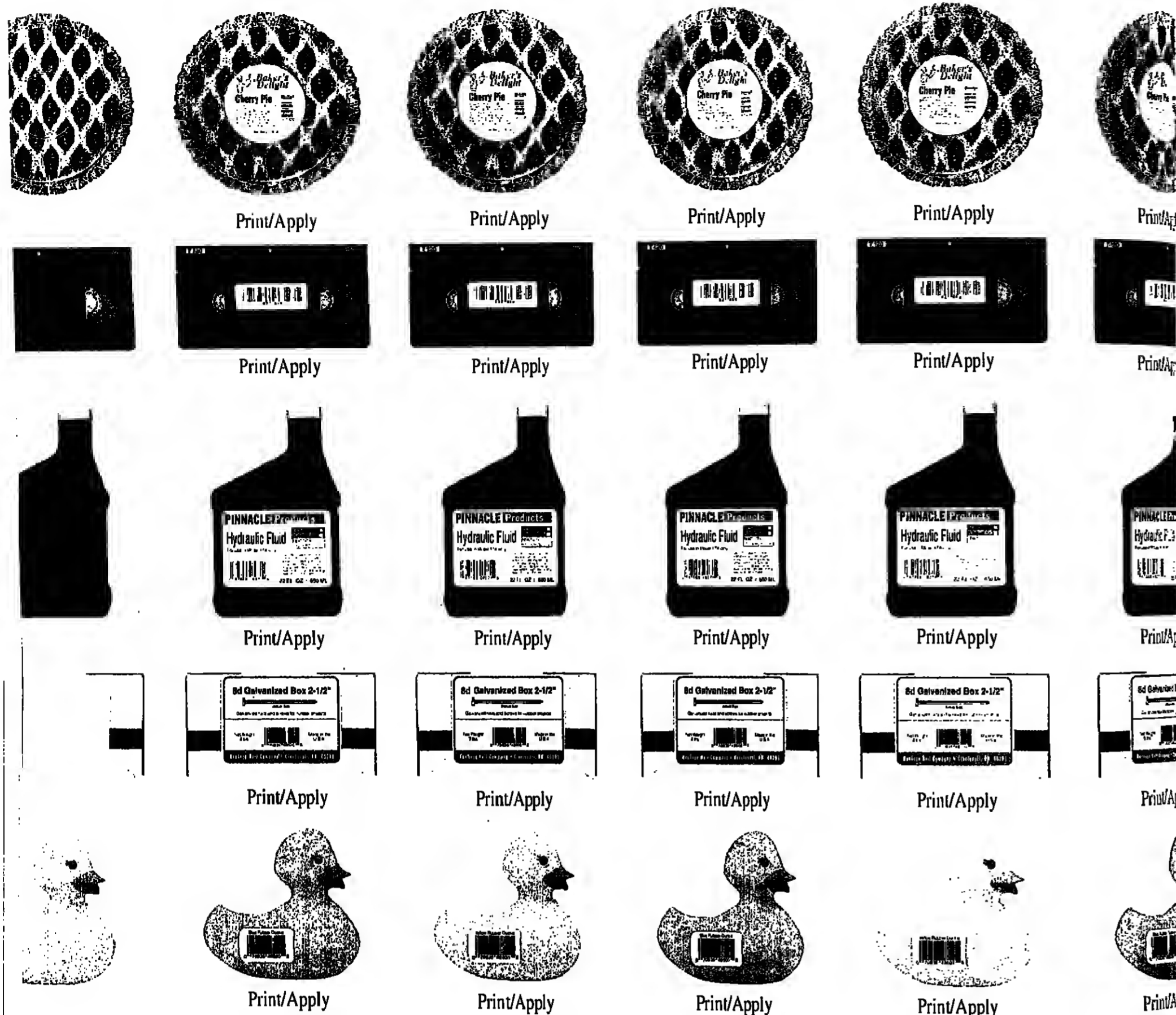
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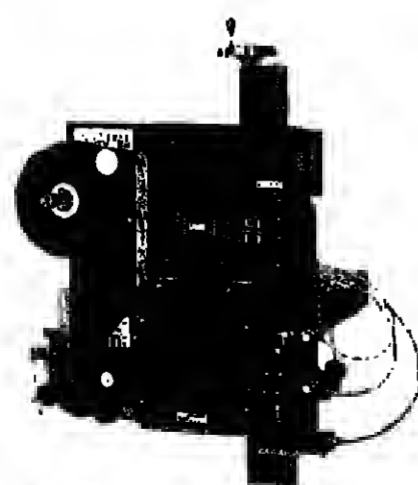
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Simplified leaflet savings

A simplified method of providing the extra patient information that is required on pharmaceuticals has been developed exclusively by labelling machine manufacturer GEI Filling Capping & Labelling Ltd and the pharmaceutical division of label printers Jarvis Porter (Label Systems) Ltd.

By attaching the information directly onto the primary pack, secondary packaging such as cartons can be eliminated.

In place of the specialised leaflet usually printed, folded and then assembled onto a pressure sensitive label portion for application to the pack, the Inform leaflet is produced entirely on one piece of material which is then folded and securely closed by a hot melt adhesive during the folding process.

This, say the two companies, reduces print and material costs while also allowing a wide variety of applications.

Leaflets are fed from a magazine onto a self adhesive transfer tape which then indexes on demand to a conventional label dispensing beak where they separate from the tape, taking the adhesive with them on the PPM applicator from GEI (Henwood Estate, Hythe Road, Ashford, Kent TN24 8DS - tel: 0233 629161, fax: 639560).

Each leaflet is firmly applied to the product and finally pressed down with a



Inform patient information leaflets can be attached to a variety of pharmaceutical containers

brush or roller mechanism. When not required for applying the Inform leaflets, the PPM machine can be used as a conventional pressure sensitive labeller by inhibiting the magazine feed and replacing the transfer tape with roll label stock.

Information on the Inform leaflets themselves is available from Jarvis Porter (Unit 4, 131 Beddington Lane, Croydon, Surrey CR0 4TD - tel: 081-683 0770, fax: 081-683 0863).

For further information KB 105 Call for details 0839 772288

JARVIS: For further information KB 106 Call for details 0839 772288



Hazard warnings must be printed in the language of the importer

Software library meets hazard warning rules

A multilingual software library of phrases suitable for CHIP labelling is helping Resinous Chemicals Ltd to meet hazard warning regulations.

The company, which requires two labels on each drum of chemicals supplied to the home or export markets, installed a Pri-Sym label generating system from Map 80 Systems Ltd. One of the two labels has generic pre-printed information and overprinting of product-specific information.

To conform with CHIP regulations, these hazard warnings must be printed in the language of the importer. A touch of a button brings up the correct phrase in the correct language, says Map 80.

Previously, batch codes, weights and so on were stencilled directly onto the drum, with another label carrying preprinted information about the product. Under the CHIP regulations, this system had to change.

Along with Pri-Sym, Resinous Chemicals chose to install Safemix, a package which can calculate the hazard warning and safety information required under CHIP for all types of chemicals, says Map80 (Unit 3, Kestrel Business Park, Ivarhoe, Finchampstead, Wokingham, Berks RG11 4OQ - tel: 0734 731800, fax: 731900).

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CONVERTING

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Strengthening a commitment to flexo supplies

The recently announced exclusive distributorship for the UK and Ireland of Photomeca's Photo-Polymer Processing range and a UK dealership for DuPont Cyrel for Edale Ltd is said to further strengthen the company's commitment to flexo.

Photomeca's equipment will be on permanent display at

the recently enlarged showrooms in Romsey and Oldham. Sales will be handled by

"After sales back-up"

existing personnel at both sites while after sales back-up will be provided by Edale's Rom-

sey Customer Services department (Budils Lane, Romsey, Hants SO51 0HA - tel: 0794 524422, fax: 513703).

DuPont Cyrel photopolymer plates will be handled by the Consumables department of Edale's sister company, Edale-PB&E, which is based in Slough. The appointment will further strengthen the

supply of high quality photopolymer plates to the UK, says the company.

"Excellent reputation"

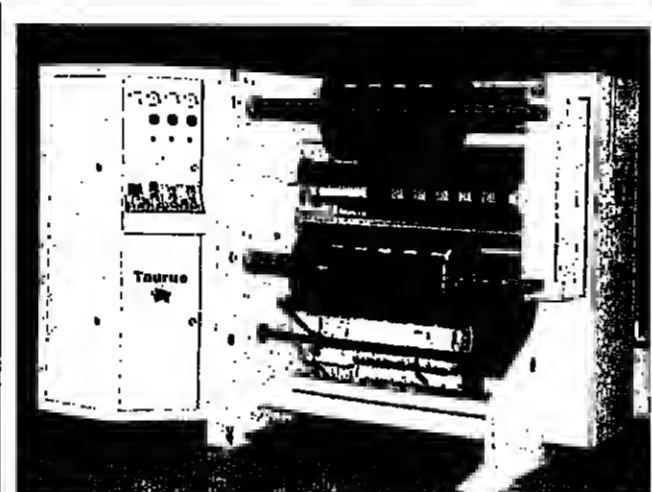
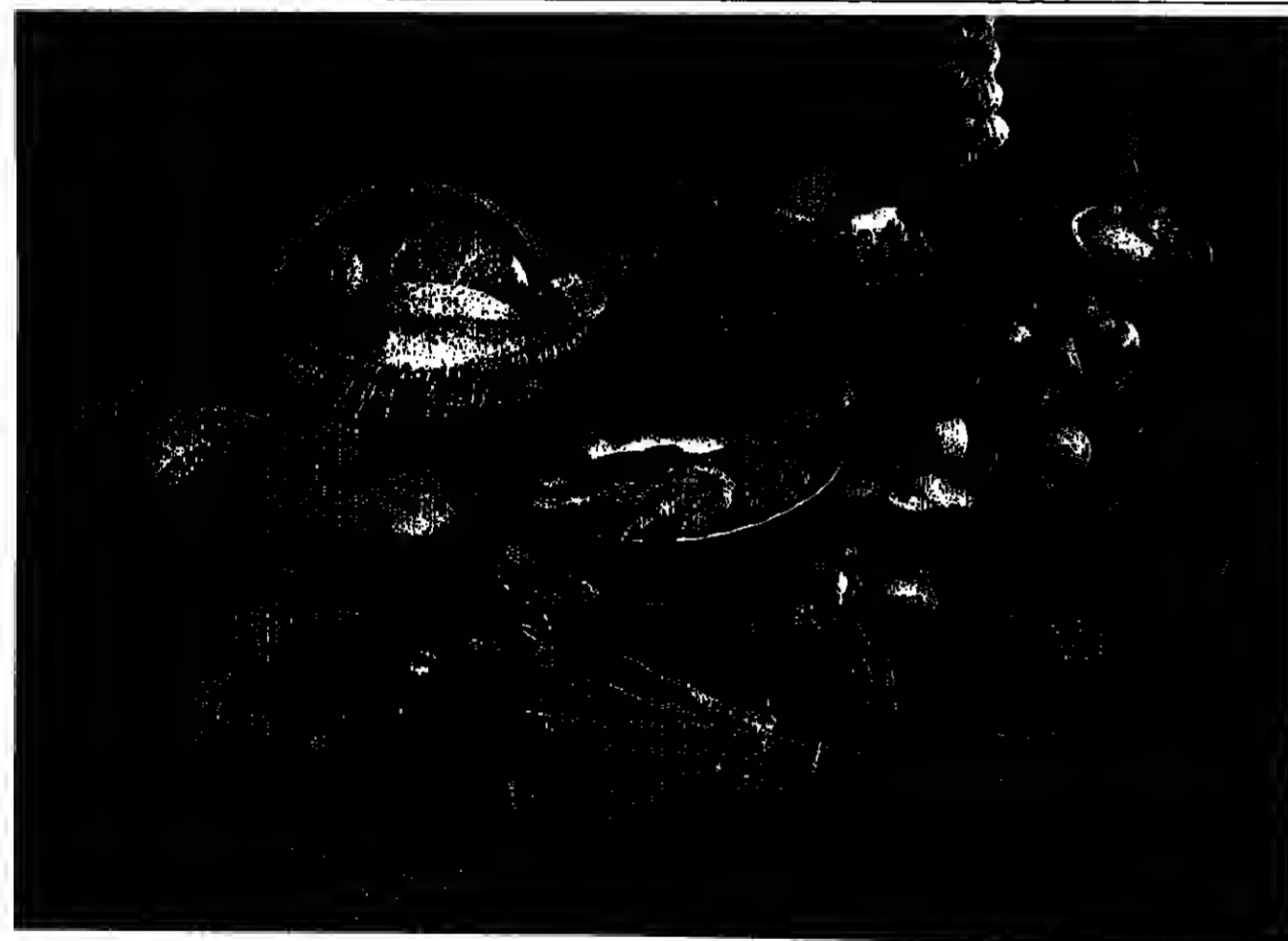
"Edale has an excellent reputation in the label market and we expect to increase the presence

of DuPont Cyrel in this important area as a result of this appointment," says Graham Harris, sales manager for DuPont Cyrel.

According to Edale's managing director, Bernhard Grob, this enlarged product range will allow one-stop shopping for customers. "Total package deals including relevant train-

ing on pre-press, press and finishing are now in demand more and more, so we can now meet this need with hands-on training sessions."

The company plans a series of Open Houses linked with training sessions and dates will be announced shortly. For further information call 0839 772268 or 0638 772268.



The Taurus slitter from Duffy Converting Equipment Ltd

A slitter rewinder to suit small users

Taurus is the latest slitter rewinder to be launched by Duffy Converting Equipment Ltd, which, says md Alan Duffy will provide smaller users with a machine they can better afford.

shear, score or razor slitting through a system of precision made changeover units.

"Precision changeover units can be installed in a few minutes"

These can be installed in a few minutes, says Mr Duffy. This feature provides the user with the opportunity to slit almost any type of web without the need to compromise on the best method of doing it.

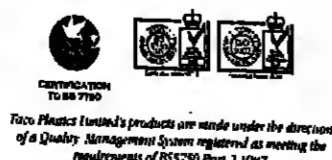
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Power drying cuts warp

Warp is one of the major production concerns in the corrugated industry today causing costly material losses and productivity disturbances, mainly through irregular moisture profiles in the web.

To overcome this problem Swedish firm, Infrarodteknik AB (IRT) has developed IRT-System, which combines electric, shortwave and fast responding infra red lamps with thyristor power control.

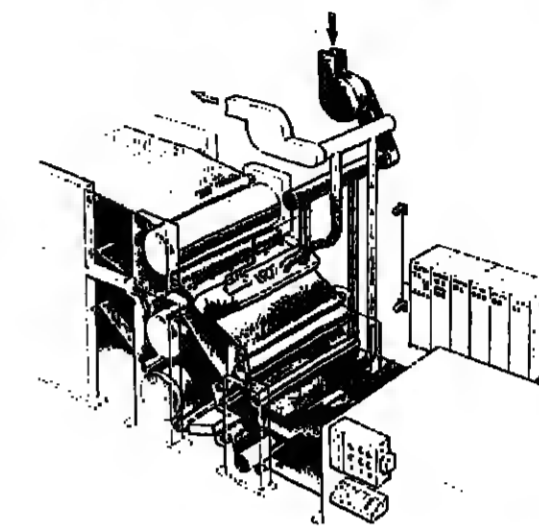
This means that the drying power level can be controlled and varied from 0 to 100 per cent and within a few seconds as contrasted to up to 30 minutes by other methods.

By controlling the zone drying across the web width, moisture profiles can be corrected so as to adjust the outer liners, resulting in flat board.

Widmer-Walzy, the Swiss corrugated board manufacturer, is the first corrugated maker to install the system. There are 18 zones per liner web.

Katarina Edgren-Marsh, sales manager at IRT (Box 1530, S-462 28 Vanersborg, Sweden - tel: 010 46 521 669 00, fax: 669 09), tells *Converting World* that the system can be controlled manually or automatically. "We do not guarantee zero per cent moisture, we just guarantee a certain moisture profile. By using

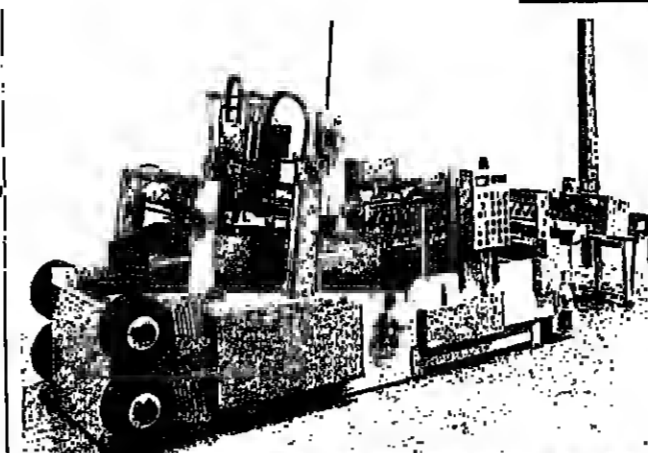
Corrugated '94, the first event devoted exclusively to the needs of the corrugated board and boxmaking industries, attracted 11,000 visitors and over 400 exhibiting companies. Here we review some of the companies from over 27 countries that launched and ran their products at the show. The next event will again be held in Paris, in the spring of 1998.



IRT-System combines electric, shortwave and infra red lamps

the system, you can identify irregularities in the glue, and by reducing wastage by 1 per cent you can save hundreds of thousands of pounds."

IRT guarantees a lifespan of four years. The system has in-built safety devices. For further information call 0839 772268 or 0638 772268.



Colt 1000 increases productivity while lowering production costs

Crashlock bottom bundle and strap

Colt 1000, the first fully automatic bundling and strapping machine for crashlock bottom boxes was launched by the Swiss firm Strapex ag. It counts, turns 180deg, stacks and straps crashlock bottom four and six corner boxes from any folder gluer.

"Four steps performed"

This machine performs four production steps and requires only one operator for continuous output. It counts the individual boxes and aligns and stacks and straps using an in-line

principle with Endra Endeasler.

"The Colt 1000 is aimed at lowering production costs while increasing productivity," says Christof Kilchmann, manager for corrugated machines at Strapex (UK office: Koldford Road, Winton, Birmingham B6 7EP - tel: 021-356 6264, fax: 021-356 7826).

The strap tensioning feature of the Endra Endeasler also prevents straps from cutting into the bundles, so reducing product damage. Production can be increased by up to 40 per cent and format setup times are said to be short. For further information call 0839 772268 or 0638 772268.

Rotary die cutter control

VeriGraphix II Rotary Die Cutter is the latest model launched by the US Ward Machinery Company. Currently under final test in the USA, it will be commercially available in the autumn.

Unlike the Mark I model, individual electronically controlled drives have replaced many of the functions traditionally handled by gear trains. Control systems now communicate with each other as well as with the operator, and an intelligent touch screen computer interface on each section has done away with almost all conventional controls. This makes VeriGraphix II quicker to set up and keep operating, says Ward.

Pull rolls have been eliminated, removing the need for side trim on most jobs. The vacuum transport system now holds the sheet and introduces it to the print up, providing a

higher level of registration and permitting a number of board types to be used.

After the last flexo station and before the rotary die cutter is Ward's Re-registration section. It internally calibrates as part of the transfer process to produce a high level of print to cut accuracy which, the company claims, is an improvement of 300 per cent over conventional machines. In addition, re-registration of the sheet prior to die cutting is said to eliminate the need for leading and trailing trim on the majority of jobs.

"Printing is now isolated from die cutting. This improves the production quality of both and will allow the addition of a dryer under the re-registration section", says Ward (Irish Office: Garrycastle, Athlone, Ireland - tel: 0902 72691, fax: 753934).

For further information call 0839 772268 or 0638 772268.

Looking for pallet agents

Unipal International Corporation, the US producer of the Unipal 100 per cent recycled corrugated pallet, is looking for agents and licensees to represent and manufacture its products in Europe.

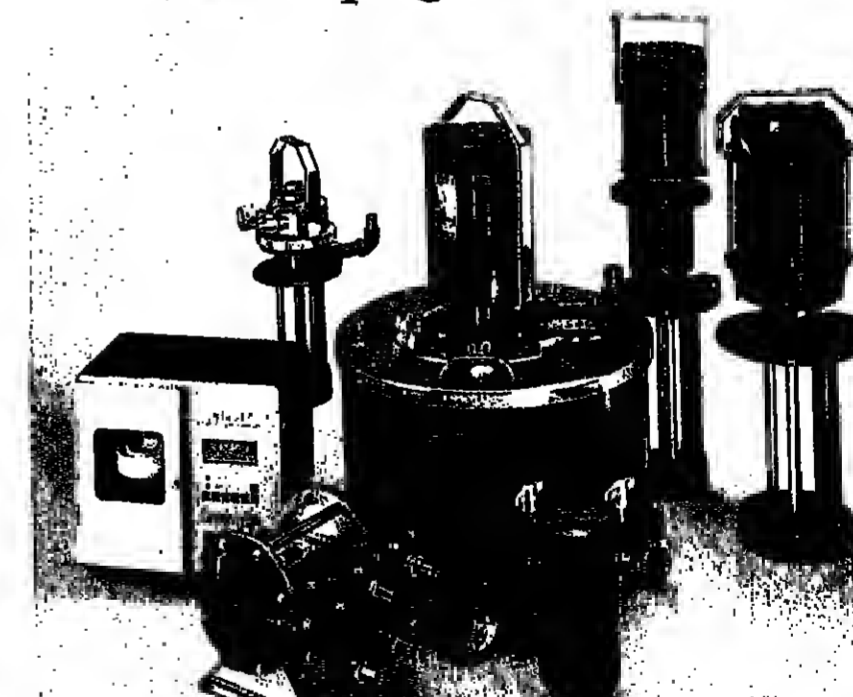
Being one third of the weight of wood pallets, the Unipal is said to cut freight and transport costs, as well as overcoming some of the problems of contact with food and pharmaceutical products.

The pallets are available in a number of sizes and just require the die cut to be changed. There are three different pallet designs, each of which can be produced in various sizes and configurations.

The pallet can support up to 1 tonne. US agent Moda International (230 Park Avenue, Suite 924, New York 10169, USA - tel: 010 1 212 687 7640, fax: 687 7942) says it reduces damage to the product and meets the just-in-time requirements of customers unwilling to hold large inventories.

For further information call 0839 772268 or 0638 772268.

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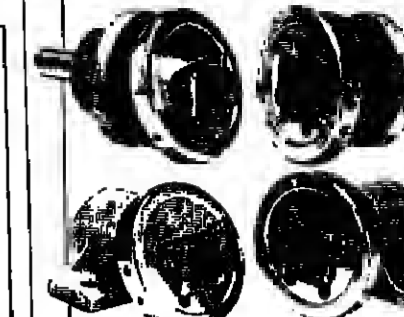
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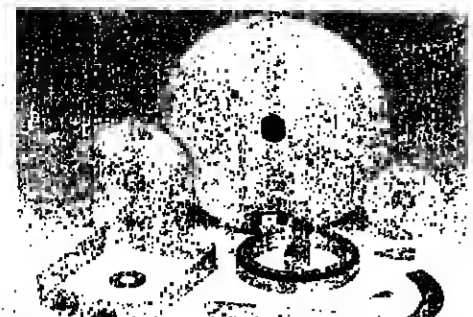
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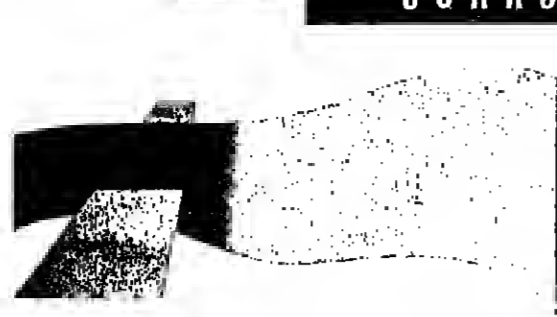
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KEMIART
WHITE LINERS BY KEMI

Kraft liner productivity

Kemiart is the latest Kemiart coated kraft liner grade which has been developed by the Finnish Kemi Mills of Oy Metsa-Bonnia Ab (Kemi Mills, 94200 Kemi, Finland - tel: 010 358 698 1911, fax: 098 191 402), to complement its range of products for the printed corrugated market.

It enables high productivity in flexo printing, even on less sophisticated machines and even at high speeds, high quality print is achievable.

High gloss can be achieved by varnishing while printing, Finn board tells CW.

For further information K8-601 Call for details 0839 772268

Flexo complexity under control

CyFos II, the computerised quality control system for flexo printers and repro houses, was presented by DuPont UK Ltd at the show. It is designed to improve the communication between repro houses and printers and provide a standardised method of controlling print quality.

DuPont says that this is the only system of its kind geared to monitoring the complexities of flexo and is aimed at turning the often hit and miss set-up times into productive time.

Ted Pennington senior systems specialist at DuPont (Wedgwood Way, Stevenage, Herts SG1 4QN - tel: 0438 734518, fax: 734481) tells CW that it can also be used as an early warning device when something is wrong: if, for instance, a colour has moved out of its acceptable parameters.

It will help to reduce costs and obtain a better and more consistent quality as printers keep a log of all the boundaries, ink, speed, dot gain, thickness of board etc.

For further information K8-603 Call for details 0839 772268

"Details are built in"

Every press has its own printing characteristics and films must be produced to take account of these variables. With CyFos these details can be built into the system to ensure printed results are produced to specifications which match the original each time.

After each job CyFos awards the run a grade, so that printers can truly monitor their performance, Mr Pennington tells CW.

For further information K8-603 Call for details 0839 772268

Feeder system unveiled

To meet the high demands of the latest generations of rotary die cutters and flexo folder gluers, Sun Automation Inc, unveiled its feeder system - SunLite Touch - which will be available on most new machines in the winter.

Spring loaded It aims to totally eliminate feed rolls and instead employs a spring loaded sandwich belt arrangement designed to gently contact the board over a large area to provide a sure and accurate grip.

Used in conjunction with the SunLite Touch belts is an improved Extend-O-Feed table. The vacuum area of the table is extended across the machine to nearly the full width of the maximum sheet.

The vacuum area is also extended in the direction of the board travel using 4 rows of wheels and a dual grate. The net result is twice the gripping area and half the usual vacuum pressure required, says Lou Sardella, president Sun Automation (66 Loveton Circle, Sparks, MD 21152, USA - tel: 010 1 410 472 2900, fax: 472 2907).

For further information K8-602 Call for details 0839 772268

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Neerly 100 companies will be represented at Convertex, the UK's only exhibition dedicated to the European converting industry, which takes place from 20 to 23 September in Hall 10 at the NEC in Birmingham.

A new feature will be the Flexo Forum, a series of seminars on uv systems, short runs, waste control and other subjects.

Converting World will be there. So don't forget to come and visit us on stand 506.

Faster laminator

Simplex, a solventless uv laminator from Italian firm, Nordmeccanica, will be on show. It can process 100,000 metres of material in a shift yet is only 4.5 metres long and takes just two days to install and commission, says Engelmann and Buckham (E&B), which has been appointed the UK agent.

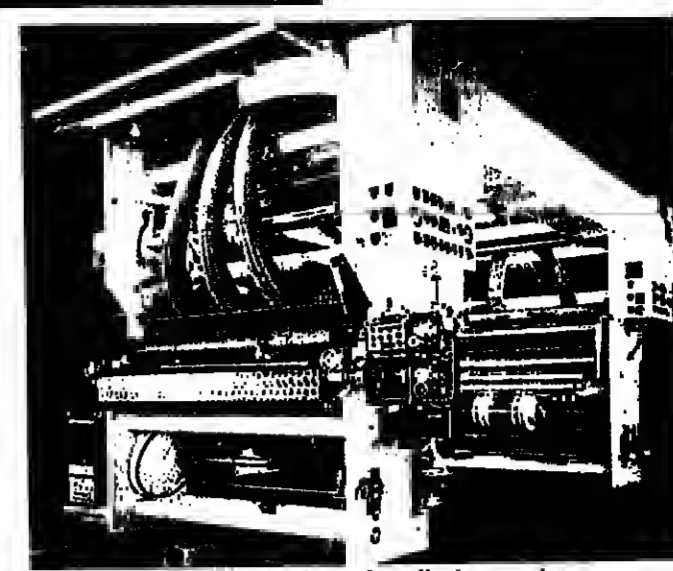
The laminator incorporates Nordmeccanica's patented coating unit. It provides a reel change in about 90 seconds using only 32kw of electricity and operates very quietly, says

E&B (Buckham House, Lenten Street, Alton, Hampshire GU34 1HH - tel: 0420 82421, fax: 89193).

The firm will also be presenting its Combi range of laminators and associated equipment which includes the dual web Duplex Combi and Triplex Combi which laminates three films before material rewind at speeds of up to 300 metres a minute.

Stand: 208

For further information K8-612 Call for details 0839 772268



The Simplex solventless laminator from Nordmeccanica

A dynamic duo of web cleaners

To avoid problems with scratching and accumulation of dirt, PDM Ltd will be launching its KHSRA-B Web Cleaner and Ultra TM Cleaner.

KHSRA-B Web Cleaner is a contact cleaning system for paper plastics and film which also cleans the huff as it is rotating every revolution.

Ultra TM Cleaner is capable of cleaning below the 1 micron level. The technology can be applied to anything where data with ed, tape or photographic processes are used, says Les Bennet director PDM (27 Lyndale Road, Elswick, Bingley, West Yorkshire BD16 3HE - tel: 0274 552969, fax: 552968).

Stand: 402

For further information K8-613 Call for details 0839 772268

Detecting defects for web quality

The Belgian firm Intec Europe Ltd will be exhibiting its latest System 3000 Web Inspection System at the show.

Intec (Leuvensesteenweg 542, Box 2, Zaventem 1930, Belgium - tel: 010 32 2 725 1845, fax: 725 2401) offers both laser and camera-based technology for automatic inspection of moving webs to detect surface defects that detract from final web quality.

System 3000 is a low cost laser-based system, designed to complement the firm's existing System 9000, which can support either laser or linescan camera front end detection sensors, says Intec.

Stand: 6

For further information K8-614 Call for details 0839 772268

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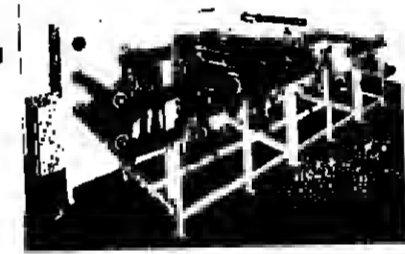
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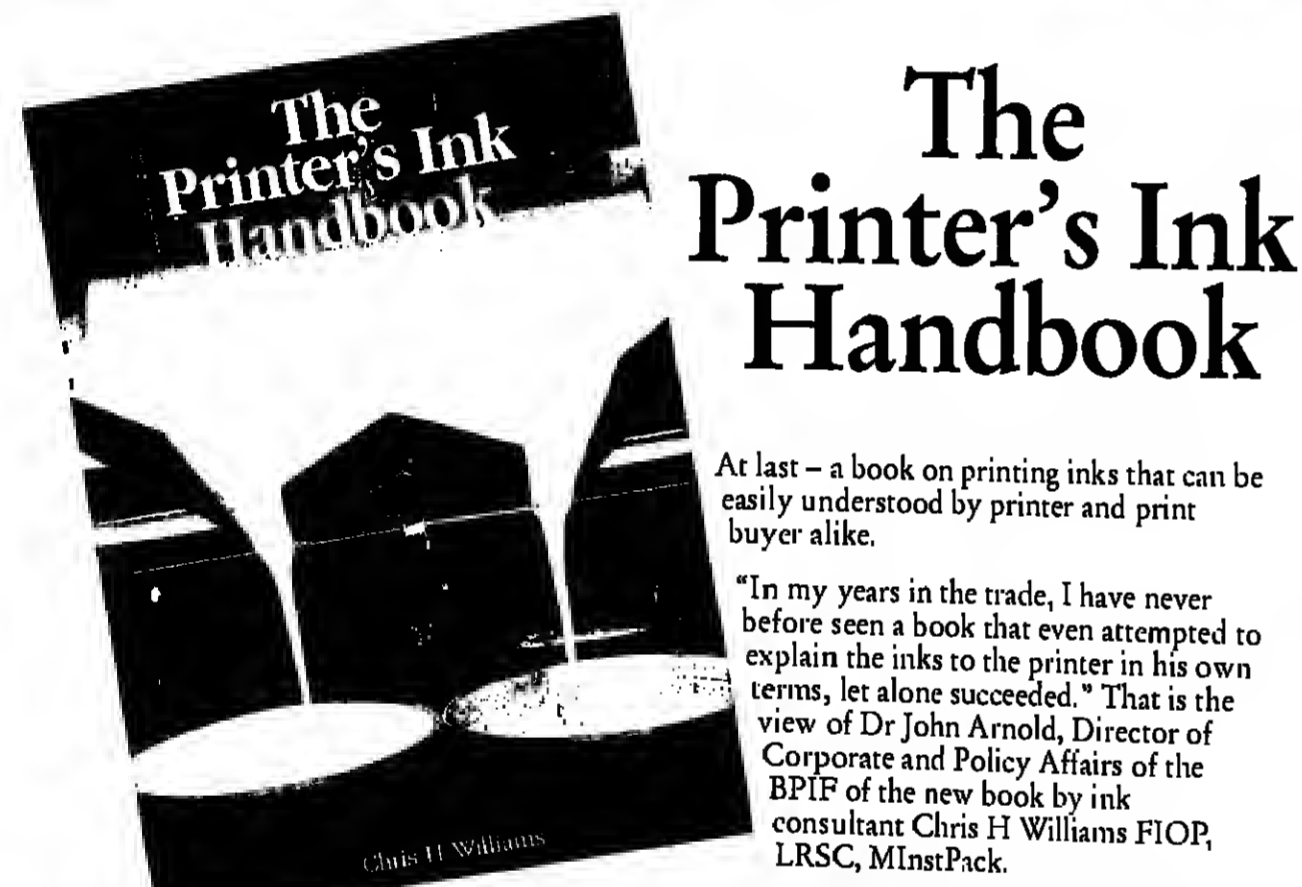
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With over thirty years experience in printing inks and twenty years lecturing on inks, Chris H Williams brings a unique blend of knowledge and presentational skills to the task. The result is a book that is equally valuable to experienced printers, print students and print buyers.

The 244 page book is well illustrated with 70 photos and diagrams, and case bound to ensure durability with repeated use. It is published by Maclean Hunter Ltd, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts. EN4 0BU at £24.50.

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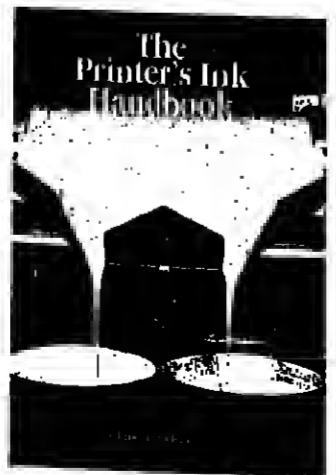
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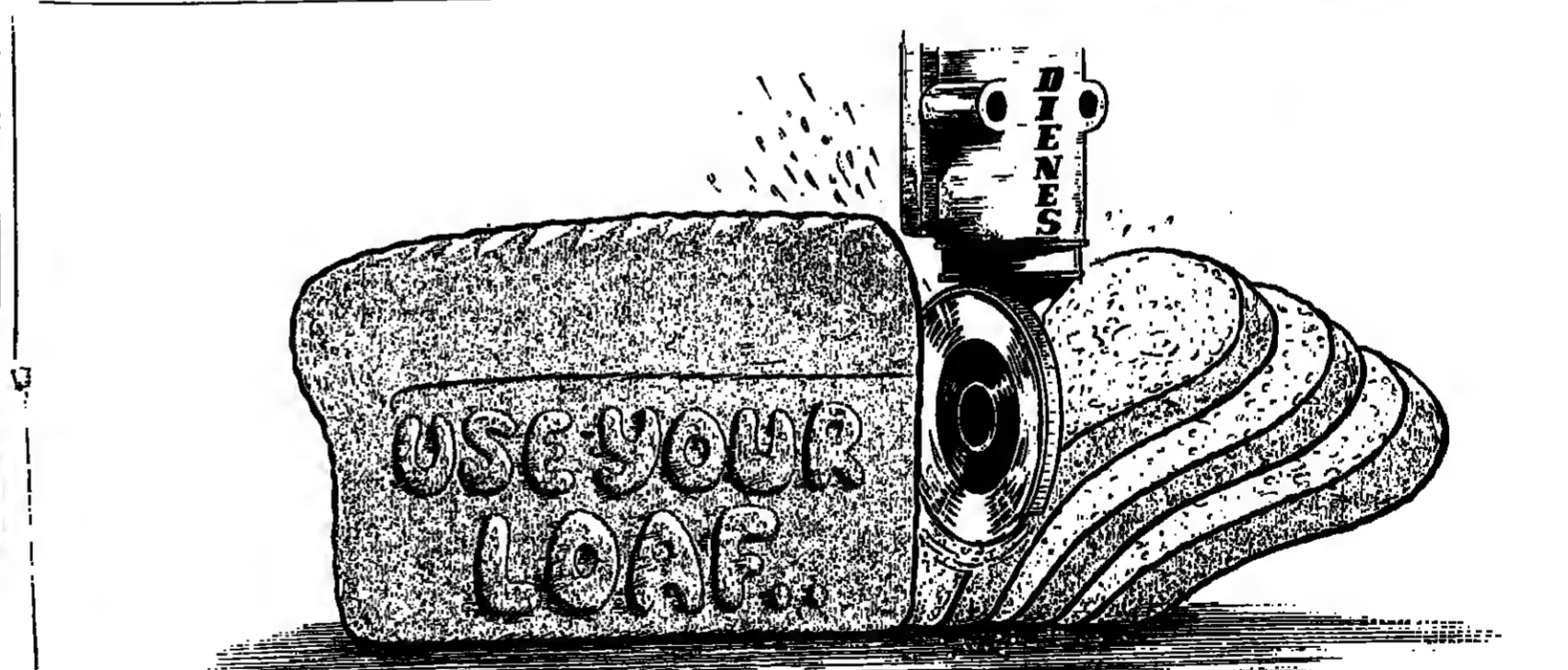
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1415, 1416, 1417, 1418, 1419, 1420, 1421, 1422, 1423, 1424, 1425, 1426, 1427, 1428, 1429, 1430, 1431, 1432, 1433, 1434, 1435, 1

High performance image processor

The latest high performance image processor the Model IP-100HP will be exhibited by US company, CCI Inc, incorporating "Smart" Automatic Defect Detection.

Featuring a newly-designed high speed motorised traverse, the processor offers a number of additional capabilities including a lighted back plane for clear film applications and dual web paths for inspecting surface or reverse printing.

Using 3CCD camera technology and a 16:1 motorised zoom, the IP-100HP accommodates any web widths, fits on any press and allows for a second camera operation for

viewing front to back registration, according to CCI (7 Lopez Road, Wilmington, Massachusetts 01887, tel: 508 658 8200, fax: 658 98131).

Image processing capabilities are fully expandable and numerous standard visual inspection features including job storage, can be added at any time to it, says CCI.

The design of Smart Automatic Defect Detection allows it to be programmed to learn acceptable versus unacceptable defects while the press is running, thus reducing waste.

Stand: 720
For further information K8 132 Call for details 0838 772288

Web tension controller launched

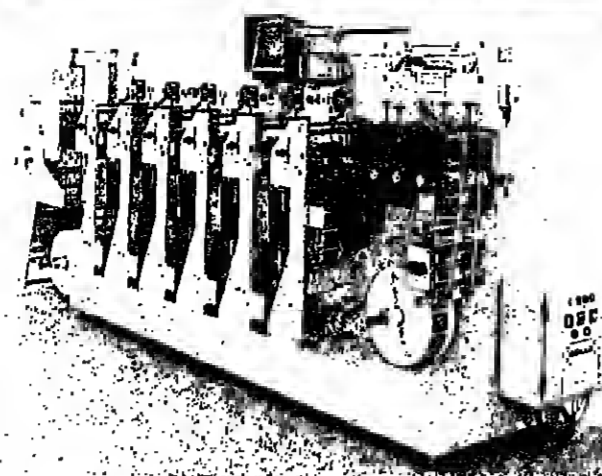
CMC Europe Ltd will be launching its Canticell transducer for cantilever style roller applications with up to 450mm web width, as well as its large size annular transducer with force ratings up to one tonne during the Convertex show.

The Canticell is available in forces between 600 and 3000

Newtons for virtually any application requiring a single sided support for the roller, says CMC (Artie House, Rye Lane, Dinton Green, Sevenoaks TN14 5HP, tel: 0732 451007, fax: 456582).

Stand: 306
For further information K8 133 Call for details 0838 772288

CONVERTEX PREVIEW



Six colour Sealtex flexographic label press from KDO Label Printing

Flexo label press achieves savings

At Convertex KDO Label Printing Machines Ltd will be showing the latest series of its six colour Sealtex flexo label press with uv drying, the Mini-press benchtop press, a slitter/reviewer and a blank label maker.

The Sealtex range comprises presses of 8ins, 10 1/2ins, 14 1/2 ins and 16 ins wide with two to eight print units. It can be fitted with ceramic anilox rolls with doctor blades, video web inspection and uv drying.

KDO Label Printing Machines Ltd (The Witely Trade Centre, Worcester WR6 6LR - tel: 0299 896959, fax: 896965) believes its machines cost around 40 per cent less than others offering similar print standards.

The computer label presses are also suitable for wide format labels and can print labels two or more across.

Stand: 114
For further information K8 134 Call for details 0838 772288

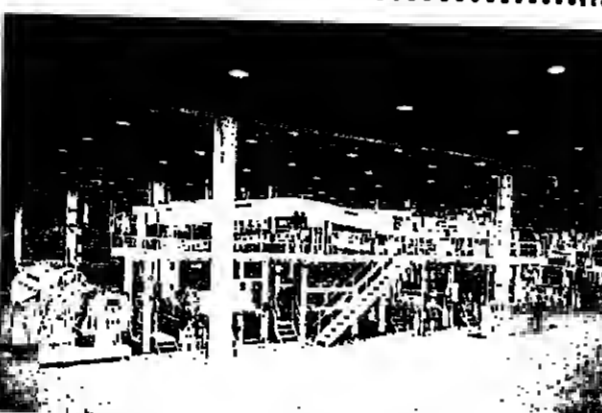
Sleeves stop costly build up of coatings

The sleeves are manufactured using virgin granules. Teflon top or pla. The sleeves are then given a heatshrink memory so that once they are applied they will shrink to fit the rollers.

The range of sleeves available means that any diameter can be covered from half inch to the larger diameter winding cylinders.

Any build up can be wiped away with a damp cloth. As many drying cylinders cannot be removed from existing machines, Holcot Industrial Linings Ltd range of Teflon heat shrinkable sleeves. Holcot says these provide the ultimate non-stick surface and are particularly successful in the extrusion lamination area, where build up is a major problem.

Stand: 4
For further information K8 135 Call for details 0838 772288



A fully integrated Tandem co-extrusion flexible packaging line

Blade coating equipment is among range on show

UK paper and plastics converting machinery makers, Black Clawson International Ltd, will be launching a number of products including the EXCEL extrusion coating line based on standard modules.

Other products featured on the stand will include the latest internally decked Beadless die with optional auto profile control; robotic scrapless winder; automatic tail tape down systems for securing short over-

lap, inwind splice tails and a stationary knife winder transfer systems for no fold back web transfer.

Of particular interest to paper and board makers will be the blade coating equipment, says Black (Westgate Works, East Duck Road, Newport, Gwent NP23 2TT - tel: 0633 244441, fax: 212164).

Stand: 146
For further information K8 136 Call for details 0838 772288

Static elimination choice

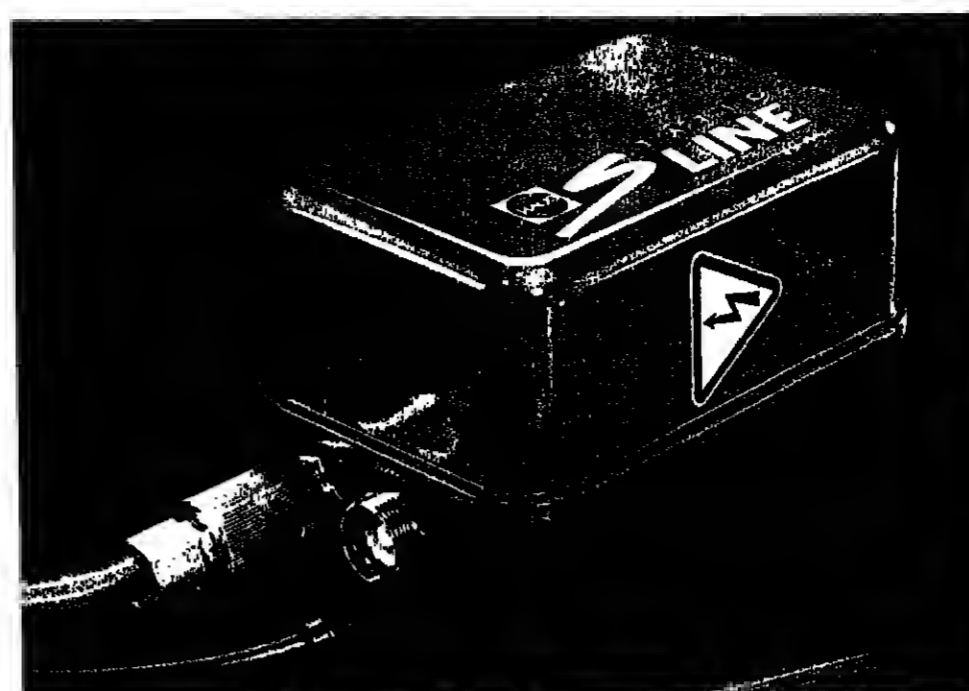
Static elimination equipment to be shown by Weko UK will include the Hang S-line system, involving basic charging and ionising units and optional features.

For static elimination, charging and measurement on packaging and converting lines there is the Hang S-line power pack, ionising bar, charging generator and charging electrodes.

The power pack features the Haug coaxial quick-coupling system, manufactured to high safety standards, and the ionising bar comes in lengths from 200 to 2500 mm. Both are easily mounted, says Weko. Current limiters are incorporated into the ioniser for safe handling.

The charging generator is modular in design and is said to offer complete operational safety. Haug S-line charging units are said to be particularly useful in the packaging industry and in foil and paper winding.

Electrodes on the charging unit are completely insulated



Haug S-line power pack offers a coaxial quick-coupling system, manufactured to high safety standards

and can be easily replaced, says Weko (Weko House, 2 Park Road, Kingston upon Thames, Surrey KT2 6AY - tel: 081-549 8039, fax: 081-547 1119).

Optional accessories

include the Combi-ioniser for pre-ionisation, a jet-steamer to expel an ion/air mixture at high speed and the Multi-Check test unit for checking power packs.

Weko is the exclusive UK

distributor of Haug equipment, which is manufactured in Germany and Switzerland.

Stand: 250
For further information K8 137 Call for details 0838 772288

Sensor provides online control of layer thickness

A sensor for analysing multi-layer coextrusions and extrusion laminates will be shown for the first time by Infrared Engineering, along with an addition to its range of colimeters and moisture metering equipment.

As an extension of its MM55 family, the sensor gives online real time control of individual layer thicknesses.

The US Hunterlab colour scale version of Colorex will be shown by the company for the first time. A non-contact tristimulus colorimeter, it can be used in-line colour companion and control.

Moistrex is a compact and accurate moisture meter of tough design, to be used for sample testing of paper and board based materials during production.

Products on display will include single or dual head sensors, scanning frames, scanning frames for continuous cross-web measurement and a pe-based profile display and control system, says Infrared (Galliford Road, The Causeway, Maldon, Essex CM9 7XD - tel: 0621 852244, fax: 856180).

Stand: 408
For further information K8 138 Call for details 0838 772288

Automatic tube cutter accuracy

On the Parkland Machines stand will be an automatic tube cutter, said to be highly accurate, with ancillaries from TS Converting Equipment.

"Consistent length"

The TC40 tube cutter offers high productivity and quality cut cores to a consistent length. There will also be information on a full range of slitting and cutting machines from Parkland (Portland Street, Bury,

Lancs BL9 6EY - tel: 061-762 9737, fax: 061-762 9738) for general or specific applications.

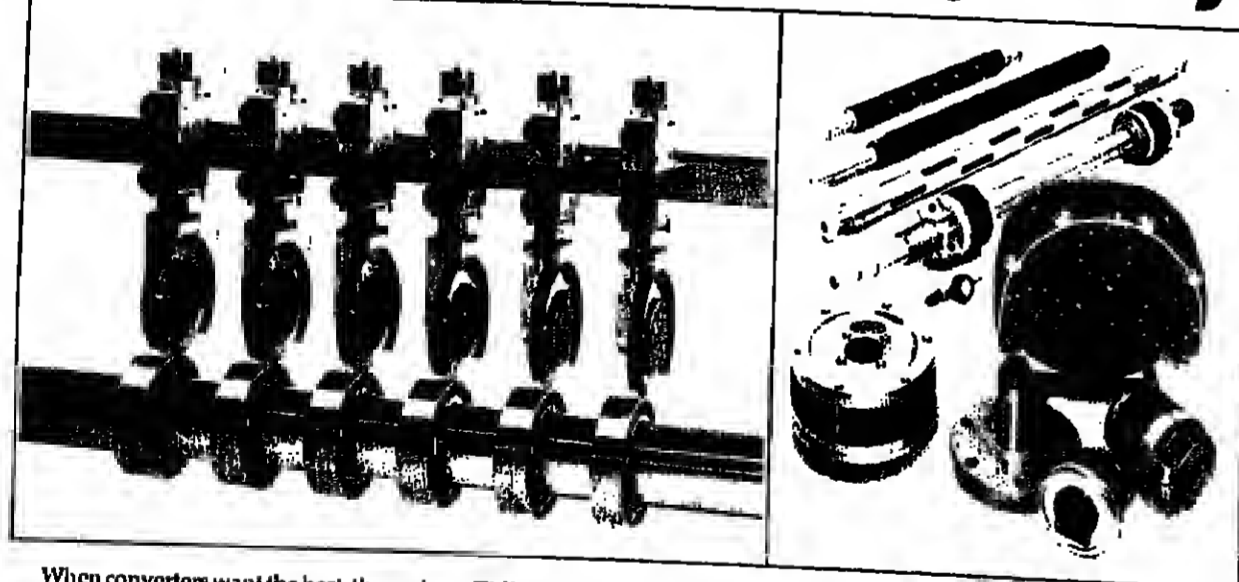
Details of the TS range of pneumatic and mechanical chucks and airshafts - available in steel, aluminium or carbon fibre - will be on the stand. A range of knives and holders for shear, razor and crush cutting will also be shown by TS (Unit 2, Windsor Place, Whitehall, Taunton, Somerset TA1 1PG - tel: 0823 332442, fax: 338665).

There will also be information on the extensive Kieckert range of rubber and segmented steel bowed rolls.

Stand: 350
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Appointments

For top jobs in the
Packaging Industry

Final date for copy for the
September issue is Wednesday
24th August. Advertisement copy
should be addressed to Jackie Skeel,
Packaging News, Maclean Hunter House,
Chalk Lane, Cockfosters Road, Barnet,
Hertfordshire EN4 0BU

PACKAGING RECRUITMENT SPECIALIST

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The Position

Working with an established and highly motivated team within the Packaging Division, we are seeking to recruit an additional Recruitment professional to handle the increasing activity from our clients and contribute towards the strategy of the Division. You will inherit an established client base with on-going requirements, and, of course, also develop your own accounts to add to this.

Candidate Profile

Professional... self-starter... hands on... highly committed... rapport builder... influencer... your experience will include field sales

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The candidate will have a working role and be responsible for the product planning of skinpack machinery (semi and automatic) bubble packing, and form fill and seal used for pre-begging products prior to bag and header card being affixed.

The desire to improve productivity is essential.

Responsible for: 10 Staff
Date input of completed job sheets
Reporting to: Production Supervisor
Remuneration: An attractive salary is available for the successful applicant.

We operate a Non Smoking Environment.

Please send full details to:
Jo Lucas, Robimatic plc, Robimatic House,
Victoria Gardens, Burgess Hill,
West Sussex RH15 9NB

TECHNICAL SALESPERSON

Prepack Machinery

Due to continued expansion we require a Technical Salesperson to further our range into Pre-pack Machinery

This person will have some experience of Pre-pack machinery and the requirements of pack houses in the future.

This position would ideally suit a young energetic person, willing to work hard to enhance their remuneration.

A company car will be provided as this position will involve travel throughout the U.K.

Other benefits are commensurate with such a position in a large company.

For an application form please apply in own handwriting, enclosing a full CV to:



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